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Distribution Study of Grocery Store Sales

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INTRODUCTION

The aim of (the) SN Distribution Study of Grocery Store Sales (1990) book is to collect information regarding food stores for the 330+ Metropolitan Statistical Areas and Primary Metropolitan Statistical Areas throughout the United States, as well as certain major metropolitan areas in Canada. Statistics presented cover information as recent as 1989 or as far back as 1987. This depends on what information is available.

The information includes Number of Stores, Percent of Market Share (where available) and Principal Supplier for the various chains, voluntary/co-op, independent and convenience stores within these market areas.

For the top 50 market areas (as based on area total supermarket sales volume-Section I), a deeper look has been taken and an "in-depth analysis" is provided. The "analysis" which includes total retail sales, total food store sales, total supermarket sales, demographics on population and households, comes from information kindly provided by The Survey of Buying Power, Data Service 1989 (Sales & Marketing Management Magazine, New York, New York, Publisher). FURTHER REPRODUCTION IS FORBIDDEN.

When working with the SN book, please remember the following:

1. Market area surveys for which a source has been given, have been provided by that source.

2. Market areas which have no source name and do not contain the following footnote, "In-house estimates", were provided by a source who wishes to remain anonymous. For figures provided by an outside source, data may not be comparable from year to year due to differences in market area definitions or methods of compilation. These figures are estimated by the reporting source(s). In some instances, as will be indicated, percentages are not true market share, but are reflections of "place of most frequent purchase," as reported by consumers. FAIRCHILD BOOK DIVISION ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OF THOSE FIGURES WHICH HAVE BEEN SUPPLIED BY OUTSIDE SOURCES.

3. Market areas which contain the following footnote, "In-house estimates", means that we have attempted to provide the # of stores, market share (where possible) and principal suppliers through the use of past information and current trends in the market area. If there are no visable changes compared to an earlier survey, we predict that NO CHANGES have occurred in the market.

4. The market areas covered (except for Canada) are based on the 1988 MSA List which is prepared by the Office of Management and Budget, as advised by the Federal Committee on MSA's.

5. Stores are listed based on their percent of market share, running highest to lowest. If market share is unobtainable, stores are listed in alphabetical order. (Alphabetical order does in no way reflect store standing in the market place.)

6. Please make note of the following term definitions:

Supermarket: A supermarket is any full-line, self-service grocery store with sales volume of $2 million or more annually.

Chain: A company which operates eleven or more stores in total. A chain store unit is a store operated by such a company.

Independent: A firm which operates from one to ten stores.

Cooperative: Independent grocers who jointly own and operate their own wholesale organization.

Voluntary: A group of independent grocery stores jointly sponsored by an independent wholesaler.

Convenience Store: A small store handling a limited variety of items in general use in most households and patronized for fill-in home requirements.

Metropolitan Statistical Area: Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSA's. (The Federal Committee advises the OMB (Office of Management and Budget) on MSA matters.) Under these standards (as revised in 1980), an area qualifies for recognition as an MSA in one or two ways: if there is a city of at least 50,000 in population, or an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties, except in the six New England States where they are defined in terms of cities and towns; Louisiana, where they are defined by parish; and in Alaska where they are defined by borough. In addition to the county containing the main city, an MSA also includes additional counties having strong economic and social ties to the central county. If an area has more than 1 million in population and meets certain other specified requirements, it is called a "Consolidated Metropolitan Statistical Area" (CMSA); if it consists of two or more major components it is recognized as a "Primary Metropolitan Statistical Area" (PMSA).

TABLE OF CONTENTS

SECTION 1: THE TOP 50 MARKET AREAS RANKED ON THE BASIS OF SUPERMARKET SALES VOLUME 1988:

Market Area	Rank by Supermarket Sales 1988	Page
Albany-Schenectady-Troy, NY	49th	98-99
Anaheim-Santa Ana, CA	13th	26-27
Atlanta, GA	11th	22-23
Baltimore, MD	22nd	44-45
Bergen-Passaic, NJ	28th	56-57
Boston-Lawrence-Salem-Lowell-Brockton, MA	7th	14-15
Buffalo, NY	46th	92-93
Charlotte-Gastonia-Rock Hill, NC-SC	37th	74-75
Chicago, IL	3rd	6-7
Cincinnati, OH	36th	72-73
Cleveland, OH	26th	52-53
Columbus, OH	40th	80-81
Dallas, TX	10th	20-21
Denver, CO	27th	54-55
Detroit, MI	6th	12-13
Ft. Lauderdale-Hollywood, Pompano Beach, FL	38th	76-77
Ft. Worth-Arlington, TX	33rd	66-67
Hartford-New Britain-Middletown-Bristol, CT	41st	82-83
Houston, TX	8th	16-17
Indianapolis, IN	50th	100-101
Kansas City, MO-KS	32nd	64-65
Los Angeles-Long Beach, CA	1st	2-3
Miami-Hialeah, FL	24th	48-49
Middlesex-Somerset-Hunterdon, NJ	39th	78-79
Milwaukee, WI	30th	60-61
Minneapolis-St. Paul, MN-WI	15th	30-31
Monmouth-Ocean, NJ	42nd	84-85
Nassau-Suffolk, NY	9th	18-19
New Orleans, LA	29th	58-59
New York, NY	2nd	4-5
Newark, NJ	21st	42-43
Norfolk-Virginia Beach-Newport News, VA	43rd	86-87
Oakland, CA	23rd	46-47
Oklahoma City, OK	48th	96-97
Orlando,FL	45th	90-91
Philadelphia, PA-NJ	4th	8-9
Phoenix, AR	12th	24-25
Pittsburgh, PA	20th	40-41

(continued)

TABLE OF CONTENTS (continued)

SECTION 1: THE TOP 50 MARKET AREAS RANKED ON THE BASIS OF SUPERMARKET SALES VOLUME 1988: (continued)

Market Area	Rank by Supermarket Sales 1988	Page
Portland, OR	47th	94-95
Riverside-San Bernardino, CA	18th	36-37
Rochester, NY	44th	88-89
Sacramento, CA	35th	70-71
St. Louis, MO-IL	16th	32-33
San Antonio, TX	31st	62-63
San Diego, CA	17th	34-35
San Francisco, CA	25th	50-51
San Jose, CA	34th	68-69
Seattle, WA	19th	38-39
Tampa-St. Petersburg-Clearwater, FL	14th	28-29
Washington, D.C.-MD-VA	5th	10-11

SECTION 2:

OTHER MARKETS: RETAIL GROCERY STORE SALES BY TYPE OF ORGANIZATION ARRANGED BY STATE AND CITY FOLLOWED BY CANADA........103

SECTION 3:

PROFILES OF LEADING FOOD CHAINS........281

SECTION 4:

GROCERY STORE STATISTICAL PROFILE........299

Grocery Stores: Estimated Number of Stores & Sales: 1980-1989........300
Supermarkets: Estimated Number of Stores & Sales: 1980-1989........300
Distribution of Food Store Sales by Geographic Region: 1987, 1988........301
Per Capita Sales of Food Stores by Geographic Region: 1987, 1988........301
Distribution of the U.S. Population, Effective Buying Income & Supermarket Sales, By Region & State: 1988........302

SECTION 5:

ADDITIONAL SUPERMARKET DATA........305

Calendar of Industry Events for 1990........306
Directory of Food Associations........308

THE TOP 50 MARKET AREAS
(MSAS, PMSAS, CMSAS)
RANKED ON THE BASIS OF
SUPERMARKET SALES VOLUME
1988

1. LOS ANGELES - LONG BEACH, CALIFORNIA - PMSA

	No. of Stores	% of Shopper Traffic*	Principal Supplier
LEADING STORES:		76.9%	
Ralphs/Giant	82	21.5	Own, Compton, CA
Vons**	116	20.5	Own, El Monte, CA
Lucky***	81	17.2	Own, Buena Park, CA
Alpha Beta***	76	9.2	Own, LaHabra, CA
Hughes	28	4.8	na
Albertson's	20	3.7	Cert. Grocers of California, L.A., CA
OTHER GROCERY STORES	na	23.1%	
TOTAL	403+	100.0%	

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na not available

* Based on the following question "Last week, at what store did your household buy the majority of your groceries? Figures presented reflect six month average for Sept. '88 to Feb. '89.

** Includes Safeway, whome Vons bought out in 1988.

***Lucky and Alpha Beta are in court over a merger.

Note: Above information kindly provided by "The Los Angeles Times".

Market Area Covered:
Los Angeles County

Rank in U.S. based on supermarket sales 1988: 1

	U.S.	PMSA Total	Central City Los Angeles
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 59,291	$ 22,755
Food Store Sales (mil.)	$ 337,011	$ 10,611	$ 4,191
% of total retail sales	20.6%	17.9%	18.4%
Supermarket Sales (mil.)	$ 315,990	$ 9,793	$ --
% of Food Store Sales	93.8%	92.3%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,125.01	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	8,704.7	3,431.7
Total # of Hslds. (thous.)	92,294.6	3,162.1	1,305.3
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.4%	-- %
25 - 34 Years	22.5%	24.6%	-- %
35 - 44 Years	21.0%	22.4%	-- %
45 - 54 Years	15.0%	15.4%	-- %
55 - 64 Years	14.4%	14.0%	-- %
65 & Over	20.8%	17.2%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.7%	-- %
Two	32.3%	30.9%	-- %
Three	17.8%	16.8%	-- %
Four	15.1%	13.9%	-- %
Five	6.8%	6.6%	-- %
Six & Over	3.7%	5.1%	-- %
Average Household Size	2.69	2.75	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 129,522	$ 51,001
Per Capita EBI	$ 12,359	$ 14,880	$ 14,940
Median Household EBI	$ 24,488	$ 29,561	$ 25,973
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.3%	-- %
$10,000-$24,999	31.9%	27.7%	-- %
$25,000 & Over	49.0%	57.0%	-- %
Projected EBI % change 1993/88	+51.4%	+49.8%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	-- %

2. NEW YORK, NEW YORK - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		69.0%	
Waldbaum's	54	16.0	Own, Central Islip, NY
Pathmark	23	11.0	Supermarkets General Corp., Woodbridge, NJ
A&P	71	10.0	Own, Montvale, NJ
Grand Union	31	5.0	Own, Elmwood Park, NJ
Red Apple/Gristedes	53	5.0	White Rose, New York, NY
Food Emporium	20	4.0	A&P, Bronx, NY
Key Food	21	3.0	Own, Brooklyn, NY
Shop Rite	8	3.0	Wakefern, Elizabeth, NY
Sloan's	34	3.0	Krasdale, New York, NY
C-Town	23	2.0	Krasdale, Bronx, NY
D'Agostino's	21	2.0	Twin County Grocers, Inc. New Rochelle, NY
Dan's	18	2.0	White Rose, Hempstead, NY
King Kullen	9	2.0	Own, Westbury, NY
Scaturro	8	1.0	White Rose, Floral Park, NY
OTHER GROCERY STORES	na	31.0%	
TOTAL	394+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Bronx, Kings, New York, Putnam, Queens, Richmond,
Rockland and Westchester Counties

Rank in U.S. based on supermarket sales 1988: 2

	U.S.	PMSA Total	Central City New York City*
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 52,563	$ 42,205
Food Store Sales (mil.)	$ 337,011	$ 10,633	$ 8,298
% of total retail sales	20.6%	20.2%	19.7%
Supermarket Sales (mil.)	$ 315,990	$ 8,872	$ 6,737
% of Food Store Sales	93.8%	83.4%	81.2%
Supermarket Sales per capita	$ 1,274.56	$ 1,034.42	$ 915.83
POPULATION 1988 TOTAL (thous.)	247,920.3	8,576.9	7,356.4
Total # of Hslds. (thous.)	92,294.6	3,458.7	3,021.2
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.2%	4.5%
25 - 34 Years	22.5%	21.5%	22.0%
35 - 44 Years	21.0%	21.5%	21.2%
45 - 54 Years	15.0%	15.5%	15.0%
55 - 64 Years	14.4%	14.8%	14.7%
65 & Over	20.8%	22.4%	22.7%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	31.8%	33.2%
Two	32.3%	29.7%	29.6%
Three	17.8%	16.3%	16.1%
Four	15.1%	12.6%	12.0%
Five	6.8%	6.0%	5.7%
Six & Over	3.7%	3.6%	3.6%
Average Household Size	2.69	2.48	2.53
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 120,894	$ 97,929
Per Capita EBI	$ 12,359	$ 14,095	$ 13,312
Median Household EBI	$ 24,488	$ 23,227	$ 21,576
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	22.7%	24.5%
$10,000-$24,999	31.9%	30.3%	31.7%
$25,000 & Over	49.0%	47.0%	43.8%
Projected EBI % change 1993/88	+51.4%	+43.3%	+43.5%
Projected average hsld. EBI % change 1993/88	+41.6%	+36.7%	+36.7%

* Covers Bronx, Kings, New York, Queens, and Richmond Counties

3. CHICAGO, ILLINOIS - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		95.0%	
Jewel	149	49.0	Own, Melrose Park, IL
Dominick's	80	17.0	Own, Northlake, IL
Certified Grocers Midwest, Inc.	128	14.0	Own, Chicago, IL
Central Grocers (C)	40	4.0	Own, Franklin Park, IL
Cub	5	3.0	J.M. Jones Company, Champaign, IL
Eagle	16	3.0	Own, Rock Island, IL
Omni	5	3.0	Dominick's, Northlake, IL
Aldi	19	2.0	Own, Batavia, IL
OTHER GROCERY STORES	na	5.0%	
TOTAL	442+	100.0%	

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na not available
(C) Cooperative Group
* In-house estimates.

Market Area Covered:
Cook, DuPage and McHenry Counties

Rank in U.S. based on supermarket sales 1988: 3

	U.S.	PMSA Total	Central City Chicago
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 42,741	$ 15,381
Food Store Sales (mil.)	$ 337,011	$ 7,422	$ 2,958
% of total retail sales	20.6%	17.4%	19.2%
Supermarket Sales (mil.)	$ 315,990	$ 6,831	$ --
% of Food Store Sales	93.8%	92.0%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,101.21	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	6,203.1	3,029.3
Total # of Hslds. (thous.)	92,294.6	2,303.2	1,151.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.2%	-- %
25 - 34 Years	22.5%	23.0%	-- %
35 - 44 Years	21.0%	21.9%	-- %
45 - 54 Years	15.0%	16.0%	-- %
55 - 64 Years	14.4%	15.1%	-- %
65 & Over	20.8%	18.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.7%	-- %
Two	32.3%	30.3%	-- %
Three	17.8%	17.2%	-- %
Four	15.1%	14.6%	-- %
Five	6.8%	7.3%	-- %
Six & Over	3.7%	5.0%	-- %
Average Household Size	2.69	2.69	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 87,162	$ 35,198
Per Capita EBI	$ 12,359	$ 14,051	$ 11,619
Median Household EBI	$ 24,488	$ 29,103	$ 21,810
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.9%	-- %
$10,000-$24,999	31.9%	26.3%	-- %
$25,000 & Over	49.0%	56.8%	-- %
Projected EBI % change 1993/88	+51.4%	+46.9%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+41.8%	-- %

4. PHILADELPHIA, PENNSYLVANIA-NEW JERSEY - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		84.0%	
Acme	112	30.0	American Stores Co., Forty Fort and Philadelphia, PA
Fleming Foods of PA, Inc.	183	29.0	Own, Oaks, PA
Super Fresh	41	11.0	A&P, Florence, NJ
Pathmark	21	9.0	Supermarkets General Corp., Delran, NJ
Shop-Rite (V)	7	3.0	Wakefern Foods, Elizabeth, NJ
Mayfair Food Town	8	2.0	Twin County, Elizabeth, NJ
OTHER GROCERY STORES	na	16.0%	
TOTAL	372+	100.0%	

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na not available
(V) Voluntary
* In-house estimates.

Market Area Covered:
Bucks, Chester, Delaware, Montgomery and Philadelphia Counties - PA
Burlington, Camden and Glouchester Counties - NJ

Rank in U.S. based on supermarket sales 1988: 4

	U.S.	PMSA Total	Central City Philadelphia
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 35,845	$ 9,626
Food Store Sales (mil.)	$ 337,011	$ 7,350	$ 2,254
% of total retail sales	20.6%	20.5%	23.4%
Supermarket Sales (mil.)	$ 315,990	$ 6,599	$ 1,981
% of Food Store Sales	93.8%	89.8%	87.9%
Supermarket Sales per capita	$ 1,274.56	$ 1,344.10	$ 1,205.71
POPULATION 1988 TOTAL (thous.)	247,920.3	4,909.7	1,642.9
Total # of Hslds. (thous.)	92,294.6	1,823.6	641.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.5%	4.8%
25 - 34 Years	22.5%	20.8%	19.6%
35 - 44 Years	21.0%	20.8%	18.2%
45 - 54 Years	15.0%	16.5%	15.1%
55 - 64 Years	14.4%	16.4%	16.6%
65 & Over	20.8%	21.1%	25.7%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.1%	30.4%
Two	32.3%	30.1%	29.4%
Three	17.8%	18.0%	16.6%
Four	15.1%	15.3%	12.6%
Five	6.8%	7.5%	6.5%
Six & Over	3.7%	4.1%	4.5%
Average Household Size	2.69	2.69	2.56
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 68,735	$ 19,289
Per Capita EBI	$ 12,359	$ 14,000	$ 11,741
Median Household EBI	$ 24,488	$ 28,706	$ 21,553
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.1%	24.8%
$10,000-$24,999	31.9%	27.7%	31.6%
$25,000 & Over	49.0%	56.3%	43.6%
Projected EBI % change 1993/88	+51.4%	+47.5%	+41.5%
Projected average hsld. EBI % change 1993/88	+41.6%	+40.9%	+40.4%

5. WASHINGTON, DISTRICT OF COLUMBIA-MARYLAND-VIRGINIA - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.3%	
Giant Food	101	48.1	Own, Jessus & Landover, MD
Safeway	104	30.4	Own, Landover, MD
Shoppers Food Warehouse	18	8.1	B. Green, Baltimore, MD
Basics/Food-A-Rama	12	4.0	Super-Rite Foods, Harrisburg, PA
Super Fresh	18	3.7	Own, Richmond, VA
LEADING INDEPENDENTS:		5.6%	
Magruder's	13	3.3	Own, also from Wetterau and Richfood, Inc, Richmond, VA
Fresh Value	4	0.8	Richfood, Richmond, VA
Weis Markets	3	0.6	Own, Sunbury, PA
Dayton/Mitchell Thriftways	3	0.5	Fleming, Oaks, PA
Bonus/Bon Foods	2	0.4	Richfood, Inc., Richmond, VA
TOTAL	278	*	

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* Market Share does not equal 100.0% due to rounding.

Note: Information above does not cover the following areas: Calvert and Fredrick counties, Maryland; Stafford County, Virginia.

Market Area Covered:
District of Columbia
Calvert, Charles, Fredrick, Montgomery and Prince George Counties - MD
Arlington, Fairfax, Loudoun, and Prince William and Stafford Counties - VA
Alexandria, Fairfax, Falls Church, Manassas and Manassas Park Cities - VA

Rank in U.S. based on supermarket sales 1988: 5

	U.S.	MSA Total	Central City Washington, D.C.
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 31,472	$ 3,660
Food Store Sales (mil.)	$ 337,011	$ 5,660	$ 635
% of total retail sales	20.6%	18.0%	17.4%
Supermarket Sales (mil.)	$ 315,990	$ 5,265	$ 578
% of Food Store Sales	93.8%	93.0%	91.0%
Supermarket Sales per capita	$ 1,274.56	$ 1,411.59	$ 927.08
POPULATION 1988 TOTAL (thous.)	247,920.3	3,729.8	623.8
Total # of Hslds. (thous.)	92,294.6	1,401.6	255.2
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.1%	5.1%
25 - 34 Years	22.5%	26.4%	25.1%
35 - 44 Years	21.0%	26.6%	21.5%
45 - 54 Years	15.0%	16.2%	14.5%
55 - 64 Years	14.4%	12.9%	14.3%
65 & Over	20.8%	12.8%	19.6%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.6%	39.0%
Two	32.3%	30.0%	27.6%
Three	17.8%	18.5%	14.1%
Four	15.1%	15.7%	9.8%
Five	6.8%	6.7%	4.9%
Six & Over	3.7%	3.6%	4.6%
Average Household Size	2.69	2.66	2.44
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 67,330	$ 9,177
Per Capita EBI	$ 12,359	$ 18,052	$ 14,711
Median Household EBI	$ 24,488	$ 38,489	$ 22,581
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	9.2%	21.6%
$10,000-$24,999	31.9%	21.4%	32.9%
$25,000 & Over	49.0%	69.5%	45.5%
Projected EBI % change 1993/88	+51.4%	+53.4%	+41.8%
Projected average hsld. EBI % change 1993/88	+41.6%	+39.8%	+42.1%

6. DETROIT, MICHIGAN - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		88.0%	
Farmer Jack	76	28.0	Bormans/Certified Wholesale, Detroit, MI
Kroger	31	17.0	Foodland Dist., Southfield, MI
Spartan	116	13.0	Own, Grand Rapids, MI
A&P	43	12.0	Own, Southfield, MI
Great Scott/Scotty's Warehouse	32	9.0	Abner A. Wolf, Detroit, MI
Meijer	10	8.0	Own, Grand Rapids, MI
Military (Commissary)	1	1.0	Buy Direct
OTHER GROCERY STORES	na	12.0%	
TOTAL	309+	100.0%	

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na not available

Note: Above information kindly provided by "The Detroit News".

Market Area Covered:
Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties

Rank in U.S. based on supermarket sales 1988: 6

	U.S.	PMSA Total	Central City Detroit
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 30,775	$ 4,338
Food Store Sales (mil.)	$ 337,011	$ 5,614	$ 992
% of total retail sales	20.6%	18.2%	22.9%
Supermarket Sales (mil.)	$ 315,990	$ 5,062	$ --
% of Food Store Sales	93.8%	90.2%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,151.47	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	4,396.4	1,081.3
Total # of Hslds. (thous.)	92,294.6	1,625.7	415.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.4%	-- %
25 - 34 Years	22.5%	23.0%	-- %
35 - 44 Years	21.0%	21.8%	-- %
45 - 54 Years	15.0%	16.4%	-- %
55 - 64 Years	14.4%	15.4%	-- %
65 & Over	20.8%	18.0%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.7%	-- %
Two	32.3%	29.9%	-- %
Three	17.8%	18.3%	-- %
Four	15.1%	16.1%	-- %
Five	6.8%	7.8%	-- %
Six & Over	3.7%	4.3%	-- %
Average Household Size	2.69	2.70	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 56,788	$ 10,521
Per Capita EBI	$ 12,359	$ 12,917	$ 9,730
Median Household EBI	$ 24,488	$ 27,580	$ 18,207
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	17.6%	-- %
$10,000-$24,999	31.9%	27.4%	-- %
$25,000 & Over	49.0%	54.9%	-- %
Projected EBI % change 1993/88	+51.4%	+47.2%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+43.9%	-- %

7. BOSTON, MASSACHUSETTS - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		81.0%	
Purity Supreme	45	16.0	Own, North Billerica, MA
Stop & Shop	42	15.0	Own, North Quincy, MA
Sweet Life Foods	61	15.0	Own, Northborough, MA
Star Market	33	14.0	Own, Cambridge, MA
Shaw's	21	12.0	Own, East Bridgewater, MA
DeMoulas/Market Basket	23	7.0	Own, Tewksbury, MA
Almacs	11	2.0	Own, East Province, RI
OTHER GROCERY STORES	na	19.0%	
TOTAL	236+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Parts of: Bristol, Essex, Middlesex, Norfolk, Plymouth, Suffolk and Worcester Counties

Rank in U.S. based on supermarket sales 1988: 7

	U.S.	CMSA Total*	Central City Boston
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 32,196	$ 4,859
Food Store Sales (mil.)	$ 337,011	$ 5,651	$ 866
% of total retail sales	20.6%	17.6%	17.8%
Supermarket Sales (mil.)	$ 315,990	$ 4,989	$ --
% of Food Store Sales	93.8%	88.3%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,339.04	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	3,725.5	567.7
Total # of Hslds. (thous.)	92,294.6	1,406.0	235.9
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.9%	-- %
25 - 34 Years	22.5%	22.3%	-- %
35 - 44 Years	21.0%	20.6%	-- %
45 - 54 Years	15.0%	15.4%	-- %
55 - 64 Years	14.4%	14.8%	-- %
65 & Over	20.8%	22.1%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	27.4%	-- %
Two	32.3%	30.2%	-- %
Three	17.8%	16.8%	-- %
Four	15.1%	14.4%	-- %
Five	6.8%	7.2%	-- %
Six & Over	3.7%	4.0%	-- %
Average Household Size	2.69	2.65	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 62,491	$ 8,496
Per Capita EBI	$ 12,359	$ 16,774	$ 14,965
Median Household EBI	$ 24,488	$ 33,558	$ 24,108
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	13.1%	-- %
$10,000-$24,999	31.9%	24.2%	-- %
$25,000 & Over	49.0%	62.7%	-- %
Projected EBI % change 1993/88	+51.4%	+44.7%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+39.5%	-- %

* These figures cover the Consolidated Metropolitan Statistical Area of Boston, Brockton, Lawrence, and Lowell. Also covers the Salem market.

8. HOUSTON, TEXAS - PMSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Kroger	94	56.0	Own, Houston, TX
Randall's	40	42.0	Fleming Foods, Houston, TX
Safeway	52	30.0	Own, Houston, TX
Fiesta Mart	16	20.0	Own, Houston, TX
Gerland	20	13.0	Fleming & Grocer Supply, Houston, TX
Rice	30	11.0	Grocer Supply, Houston, TX
Food City	8	8.0	Schepps Wholesale, Houston, TX
Minimax	5	5.0	Fleming Foods, Houston, TX
Lucky 7	38	4.0	Grocer Supply, Houston, TX
King Saver/Freshville	5	3.0	Affiliated Foods, Keller, TX
Clayton's	4	na	Grocer Supply, Houston, TX
Food Giant/Belden's	2	na	Fleming Foods, Houston, TX
M&M Foods	4	na	Grocer Supply, Houston, TX
LEADING CONVENIENCE STORES:			
Stop & Go	499	22.0	na
Circle K	204	17.0	Grocers Supply, Houston, TX
Baby Giant	5	na	na
Sunny's National/Texan	4	na	na
OTHER GROCERY STORES	na	na	
TOTAL	1,030+	--	

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na not available

* Based on percent of households shopping each store in "past week". Due to multiple answers, percents do not equal 100.0%.

Note: Above information kindly provided by "The Houston Chronicle".

Market Area Covered:
Fort Bend, Harris, Liberty, Montgomery and Waller Counties

Rank in U.S. based on supermarket sales 1988: 8

	U.S.	PMSA Total	Central City Houston
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 23,195	$ 15,319
Food Store Sales (mil.)	$ 337,011	$ 4,930	$ 3,013
% of total retail sales	20.6%	21.3%	19.7%
Supermarket Sales (mil.)	$ 315,990	$ 4,718	$ --
% of Food Store Sales	93.8%	95.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,475.83	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	3,197.1	1,717.3
Total # of Hslds. (thous.)	92,294.6	1,176.6	665.3
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	8.6%	-- %
25 - 34 Years	22.5%	30.3%	-- %
35 - 44 Years	21.0%	24.3%	-- %
45 - 54 Years	15.0%	14.6%	-- %
55 - 64 Years	14.4%	10.9%	-- %
65 & Over	20.8%	11.3%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.9%	-- %
Two	32.3%	29.9%	-- %
Three	17.8%	18.5%	-- %
Four	15.1%	16.2%	-- %
Five	6.8%	7.2%	-- %
Six & Over	3.7%	4.3%	-- %
Average Household Size	2.69	2.72	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 39,657	$ 20,708
Per Capita EBI	$ 12,359	$ 12,404	$ 12,058
Median Household EBI	$ 24,488	$ 26,279	$ 23,096
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.2%	-- %
$10,000-$24,999	31.9%	31.2%	-- %
$25,000 & Over	49.0%	52.7%	-- %
Projected EBI % change 1993/88	+51.4%	+55.6%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+42.5%	-- %

9. NASSAU-SUFFOLK, NEW YORK - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		86.0%	
Waldbaum's	44	28.0	Own, Central Islip, NY
Pathmark	25	19.0	Supermarkets General Corp., Huntington Station, NY
King Kullen	45	15.0	Own, Westbury, NY
Food Town	14	7.0	Twin County Grocer, East Rockaway, NY
A&P	21	6.0	Own, Rockwell Center, NY
Finast	9	4.0	First National, Oyster Bay, NY
Grand Union	12	4.0	Own, Elmwood Park, NJ
Shop Rite	5	3.0	Wakefern, Freehold, NJ
OTHER GROCERY STORES	na	14.0%	
TOTAL	175+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Nassau and Suffolk Counties

Rank in U.S. based on supermarket sales 1988: 9

		PMSA	Central Counties	
	U.S.	Total	Nassau	Suffolk
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 24,432	$ 14,485	$ 9,947
Food Store Sales (mil.)	$ 337,011	$ 5,047	$ 2,760	$ 2,287
% of total retail sales	20.6%	20.7%	19.1%	23.0%
Supermarket Sales (mil.)	$ 315,990	$ 4,325	$ 2,387	$ 1,938
% of Food Store Sales	93.8%	85.7%	86.5%	84.7%
Supermarket Sales per capita	$ 1,274.56	$ 1,620.22	$ 1,795.15	$ 1,446.54
POPULATION 1988 TOTAL (thous.)	247,920.3	2,669.2	1,329.8	1,339.4
Total # of Hslds. (thous.)	92,294.6	877.4	447.9	429.5
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	2.2%	1.7%	2.8%
25 - 34 Years	22.5%	18.5%	16.0%	21.1%
35 - 44 Years	21.0%	24.4%	21.6%	27.2%
45 - 54 Years	15.0%	20.0%	21.0%	19.0%
55 - 64 Years	14.4%	17.5%	20.8%	14.0%
65 & Over	20.8%	17.4%	18.9%	15.9%
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	15.1%	15.1%	15.0%
Two	32.3%	28.9%	30.6%	27.2%
Three	17.8%	19.7%	20.4%	19.0%
Four	15.1%	20.5%	19.7%	21.3%
Five	6.8%	10.4%	9.5%	11.4%
Six & Over	3.7%	5.4%	4.8%	6.1%
Average Household Size	2.69	3.04	2.97	3.12
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 46,281	$ 25,965	$ 20,316
Per Capita EBI	$ 12,359	$ 17,339	$ 19,526	$ 15,168
Median Household EBI	$ 24,488	$ 41,534	$ 45,944	$ 37,874
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	7.8%	7.0%	8.7%
$10,000-$24,999	31.9%	18.6%	16.3%	21.0%
$25,000 & Over	49.0%	73.6%	76.7%	70.3%
Projected EBI % change 1993/88	+51.4%	+42.2%	+41.1%	+43.7%
Projected average hsld. EBI % change 1993/88	+41.6%	+36.6%	+36.7%	+36.7%

10. DALLAS, TEXAS - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		85.4%	
Tom Thumb	41	23.9	A.W. Cullum & Co., Dallas, TX
Kroger	28	20.7	Own, Irving, TX
Skaggs Alpha Beta	16	13.2	Fleming, Fort Worth, TX
Minyard's Food Stores	42	13.0	Big Tex, Dallas, TX
Albertson's	12	6.7	Fleming, Forth Worth, TX
Winn Dixie	10	4.3	Own, Fort Worth, TX
Brookshires	na	3.6	na
VOLUNTARY &/OR COOP GROUPS:		3.8%	
Affiliated, AG, Thriftee	220	3.8	Affiliated, Dallas, TX
LEADING INDEPENDENTS:		1.5%	
Hypermart USA	1	1.3	na
Food Basket	7	0.1	Own, Dallas, TX
Jewel T's Box Stores	13	0.1	na
OTHER GROCERY STORES	na	9.3%	
TOTAL	390+	100.0%	

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na not available

Note: Information above kindly provided by "The Dallas Times Herald".

Market Area Covered:
Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties

Rank in U.S. based on supermarket sales 1988: 10

	U.S.	PMSA Total	Central City Dallas
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 18,838	$ 15,708
Food Store Sales (mil.)	$ 337,011	$ 3,435	$ 3,139
% of total retail sales	20.6%	20.9%	20.0%
Supermarket Sales (mil.)	$ 315,990	$ 3,792	$ 3,019
% of Food Store Sales	93.8%	96.4%	96.2%
Supermarket Sales per capita	$ 1,274.56	$ 1,531.58	$ 1,625.93
POPULATION 1988 TOTAL (thous.)	247,920.3	2,476.2	1,856.6
Total # of Hslds. (thous.)	92,294.6	934.8	723.1
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	8.1%	8.6%
25 - 34 Years	22.5%	27.2%	27.5%
35 - 44 Years	21.0%	24.4%	23.4%
45 - 54 Years	15.0%	14.6%	14.8%
55 - 64 Years	14.4%	11.3%	11.7%
65 & Over	20.8%	14.4%	14.0%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.8%	26.1%
Two	32.3%	31.8%	31.9%
Three	17.8%	18.5%	18.0%
Four	15.1%	15.8%	14.4%
Five	6.8%	6.5%	6.1%
Six & Over	3.7%	3.5%	3.4%
Average Household Size	2.69	2.65	2.57
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 33,437	$ 25,321
Per Capita EBI	$ 12,359	$ 13,503	$ 13,639
Median Household EBI	$ 24,488	$ 26,963	$ 25,901
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.6%	15.8%
$10,000-$24,999	31.9%	30.6%	32.3%
$25,000 & Over	49.0%	53.8%	51.9%
Projected EBI % change 1993/88	+51.4%	+62.2%	+59.6%
Projected average hsld. EBI % change 1993/88	+41.6%	+42.5%	+42.3%

11. ATLANTA, GEORGIA - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		90.0%	
Kroger	61	30.0	Own, Atlanta, GA
Winn Dixie	61	20.0	Own, Atlanta, GA
Super Valu Stores, Inc.	65	14.0	Own, Atlanta, GA
Big Star	38	10.0	Grand Union, East Point, GA
A&P	25	7.0	Own, Atlanta, GA
Ingles	23	7.0	Own, Black Mountain, NC
Food World/Consumers Warehouse	5	1.0	Brunos, Birmingham, AL
Piggly Wiggly	6	1.0	Own, Vidalia, GA
OTHER GROCERY STORES	na	10.0%	
TOTAL	284+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties

Rank in U.S. based on supermarket sales 1988: 11

	U.S.	MSA Total	Central City Atlanta
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 22,255	$ 4,487
Food Store Sales (mil.)	$ 337,011	$ 3,872	$ 644
% of total retail sales	20.6%	17.4%	14.4%
Supermarket Sales (mil.)	$ 315,990	$ 3,687	$ --
% of Food Store Sales	93.8%	95.2%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,332.62	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,766.4	452.9
Total # of Hslds. (thous.)	92,294.6	1,033.6	182.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.3%	-- %
25 - 34 Years	22.5%	27.4%	-- %
35 - 44 Years	21.0%	25.8%	-- %
45 - 54 Years	15.0%	15.0%	-- %
55 - 64 Years	14.4%	11.6%	-- %
65 & Over	20.8%	13.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	22.6%	-- %
Two	32.3%	30.8%	-- %
Three	17.8%	19.9%	-- %
Four	15.1%	16.7%	-- %
Five	6.8%	6.8%	-- %
Six & Over	3.7%	3.2%	-- %
Average Household Size	2.69	2.68	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 37,870	$ 5,445
Per Capita EBI	$ 12,359	$ 13,689	$ 12,023
Median Household EBI	$ 24,488	$ 29,262	$ 18,864
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	14.8%	-- %
$10,000-$24,999	31.9%	27.9%	-- %
$25,000 & Over	49.0%	57.3%	-- %
Projected EBI % change 1993/88	+51.4%	+59.7%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+39.8%	-- %

12. PHOENIX, ARIZONA - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		82.0%	
Smitty's Super Valu	24	27.0	Fleming, Phoenix, AZ
Fry's	33	24.0	Kroger, Phoenix, AZ
Lucky	54	14.0	Abco, Phoenix, AZ
Safeway	35	9.0	Own, Phoenix, AZ
Basha's	34	8.0	Own, Chandler, AZ
A. J. Bayless	9	*	Own, Phoenix, AZ
IGA	30	*	Fleming, Phoenix, AZ
Mega	5	*	na
Albertson's	3	**	Own, Salt Lake City, UT
Smith's Food & Drug	3	**	Own, Layton, UT
OTHER GROCERY STORES	na	18.0%	
TOTAL	230+	100.0%	

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na not available
* Included in "Other Grocery Stores" percents.
**New entries to the market. Market share not yet determined.

Market Area Covered:
Maricopa County

Rank in U.S. based on supermarket sales 1988: 12

	U.S.	MSA Total	Central City Phoenix
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 15,473	$ 7,445
Food Store Sales (mil.)	$ 337,011	$ 3,397	$ 1,667
% of total retail sales	20.6%	22.0%	22.4%
Supermarket Sales (mil.)	$ 315,990	$ 3,269	$ --
% of Food Store Sales	93.8%	96.2%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,588.52	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,057.6	956.1
Total # of Hslds. (thous.)	92,294.6	809.8	374.9
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	7.4%	-- %
25 - 34 Years	22.5%	22.9%	-- %
35 - 44 Years	21.0%	21.2%	-- %
45 - 54 Years	15.0%	14.0%	-- %
55 - 64 Years	14.4%	13.6%	-- %
65 & Over	20.8%	20.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.7%	-- %
Two	32.3%	34.3%	-- %
Three	17.8%	16.6%	-- %
Four	15.1%	13.6%	-- %
Five	6.8%	6.3%	-- %
Six & Over	3.7%	3.4%	-- %
Average Household Size	2.69	2.54	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 26,355	$ 11,930
Per Capita EBI	$ 12,359	$ 12,809	$ 12,477
Median Household EBI	$ 24,488	$ 25,639	$ 25,155
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.7%	-- %
$10,000-$24,999	31.9%	33.1%	-- %
$25,000 & Over	49.0%	51.2%	-- %
Projected EBI % change 1993/88	+51.4%	+64.6%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.1%	-- %

13. ANAHEIM-SANTA ANA, CALIFORNIA - PMSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:		85.0%	
Alpha Beta	39	18.0	Own, LaHabra, CA
Ralph's	31	18.0	Own, Compton, CA
Albertson's	24	16.0	Own, Brea, CA
Lucky	30	15.0	Own, Buena Park, CA
Vons	31	11.0	Own, El Monte, CA
Stater Bros.	15	4.0	Own, Colton, CA
Hughes	9	3.0	Certified Grocers, LA, CA
Pavilions/Pavilions Place	8	**	na
OTHER GROCERY STORES	na	15.0%	
TOTAL	187+	100.0%	

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na not available

* In-house estimates.

**Included in "Other Grocery Stores" percent.

Market Area Covered:
Orange County

Rank in U.S. based on supermarket sales 1988: 13

		PMSA	Central Cities	
	U.S.	Total	Anaheim	Santa Ana
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 17,861	$ 2,024	$ 1,847
Food Store Sales (mil.)	$ 337,011	$ 3,467	$ 399	$ 355
% of total retail sales	20.6%	19.4%	19.7%	19.2%
Supermarket Sales (mil.)	$ 315,990	$ 3,217	$ --	$ --
% of Food Store Sales	93.8%	92.8%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,414.87	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,273.7	250.2	243.9
Total # of Hslds. (thous.)	92,294.6	808.2	91.3	76.9
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	6.7%	-- %	-- %
25 - 34 Years	22.5%	24.6%	-- %	-- %
35 - 44 Years	21.0%	24.7%	-- %	-- %
45 - 54 Years	15.0%	16.5%	-- %	-- %
55 - 64 Years	14.4%	13.0%	-- %	-- %
65 & Over	20.8%	14.5%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	21.7%	-- %	-- %
Two	32.3%	33.2%	-- %	-- %
Three	17.8%	18.2%	-- %	-- %
Four	15.1%	16.0%	-- %	-- %
Five	6.8%	6.9%	-- %	-- %
Six & Over	3.7%	4.1%	-- %	-- %
Average Household Size	2.69	2.81	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 38,034	$ 3,817	$ 2,883
Per Capita EBI	$ 12,359	$ 16,728	$ 15,255	$ 11,819
Median Household EBI	$ 24,488	$ 37,096	$ 32,807	$ 30,015
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	9.0%	-- %	-- %
$10,000-$24,999	31.9%	22.8%	-- %	-- %
$25,000 & Over	49.0%	68.2%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+51.0%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	-- %	-- %

14. TAMPA-ST. PETERSBURG-CLEARWATER, FLORIDA - MSA

	No. of Stores	% of Area Volume*	Principal Supplier
MAJOR CHAIN STORES:		95.0%	
Publix	60	33.0	Own, Lakeland, FL
Kash 'N Karry	69	24.8	Own, Tampa, FL
Winn Dixie	62	23.3	Own, Orlando, FL
Albertson's	15	7.8	Own, Orlando, FL
U-Save	16	3.3	B&B Cash, Tampa, FL
Save And Pack	3	2.8	na
CCONVENIENCE STORES**	579	0.8%	
OTHER GROCERY STORES	942	4.2%	
TOTAL	1,746	100.0%	

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na not available

* Based on % of adult shoppers who "Shopped Most" during the past week at the store(s) listed.

**Includes farm stores.

Note: Information kindly provided by "The Tampa Tribune".

Market Area Covered:
Hernando, Hillsborough, Pasco and Pinellas Counties

Rank in U.S. based on supermarket sales 1988: 14

	U.S.	MSA Total	Central Cities	
			Tampa	St. Petersburg
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 14,784	$ 3,319	$ 1,849
Food Store Sales (mil.)	$ 337,011	$ 3,288	$ 548	$ 395
% of total retail sales	20.6%	22.2%	16.5%	21.4%
Supermarket Sales (mil.)	$ 315,990	$ 3,115	$ --	$ --
% of Food Store Sales	93.8%	94.7%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,532.02	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,033.1	294.4	242.1
Total # of Hslds. (thous.)	92,294.6	864.3	122.5	108.6
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	4.7%	-- %	-- %
25 - 34 Years	22.5%	16.3%	-- %	-- %
35 - 44 Years	21.0%	16.0%	-- %	-- %
45 - 54 Years	15.0%	12.6%	-- %	-- %
55 - 64 Years	14.4%	15.6%	-- %	-- %
65 & Over	20.8%	34.7%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	26.9%	-- %	-- %
Two	32.3%	40.9%	-- %	-- %
Three	17.8%	14.7%	-- %	-- %
Four	15.1%	10.8%	-- %	-- %
Five	6.8%	4.5%	-- %	-- %
Six & Over	3.7%	2.2%	-- %	-- %
Average Household Size	2.69	2.35	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 25,596	$ 3,391	$ 3,045
Per Capita EBI	$ 12,359	$ 12,590	$ 11,519	$ 12,578
Median Household EBI	$ 24,488	$ 22,084	$ 19,644	$ 19,616
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	18.6%	-- %	-- %
$10,000-$24,999	31.9%	37.7%	-- %	-- %
$25,000 & Over	49.0%	43.7%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+60.3%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.6%	-- %	-- %

15. MINNEAPOLIS-ST. PAUL, MINNESOTA-WISCONSIN - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		77.0%	
Super Valu	70	34.0	Own, Hopkins, MN
Rainbow Foods	19	26.0	Gateway, Minneapolis, MN
Country Club	43	10.0	Fairway Foods, St. Louis Park, MN
Lunds	8	4.0	Gateway, Minneapolis, MN
IGA	9	3.0	Gateway, Minneapolis, MN
OTHER GROCERY STORES	na	23.0%	
TOTAL	149+	100.0%	

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na not available

Note: Share of Market data covers only the St. Paul market.

Market Area Covered:
Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties - MN
St. Croix Counties - WI

Rank in U.S. based on supermarket sales 1988: 15

		MSA	Central Cities	
	U.S.	Total	Minneapolis	St. Paul
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 19,092	$ 2,792	$ 2,397
Food Store Sales (mil.)	$ 337,011	$ 3,191	$ 468	$ 395
% of total retail sales	20.6%	16.7%	16.7%	16.5%
Supermarket Sales (mil.)	$ 315,990	$ 3,006	$ --	$ --
% of Food Store Sales	93.8%	94.2%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,264.39	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,377.2	368.1	272.0
Total # of Hslds. (thous.)	92,294.6	907.0	172.2	114.2
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	7.4%	-- %	-- %
25 - 34 Years	22.5%	26.7%	-- %	-- %
35 - 44 Years	21.0%	22.5%	-- %	-- %
45 - 54 Years	15.0%	14.1%	-- %	-- %
55 - 64 Years	14.4%	12.1%	-- %	-- %
65 & Over	20.8%	17.3%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	26.4%	-- %	-- %
Two	32.3%	30.5%	-- %	-- %
Three	17.8%	17.0%	-- %	-- %
Four	15.1%	15.7%	-- %	-- %
Five	6.8%	7.2%	-- %	-- %
Six & Over	3.7%	3.1%	-- %	-- %
Average Household Size	2.69	2.62	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 35,180	$ 5,268	$ 3,719
Per Capita EBI	$ 12,359	$ 14,799	$ 14,311	$ 13,675
Median Household EBI	$ 24,488	$ 30,814	$ 21,802	$ 24,149
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	12.7%	-- %	-- %
$10,000-$24,999	31.9%	26.9%	-- %	-- %
$25,000 & Over	49.0%	60.4%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+55.0%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+43.4%	-- %	-- %

16. ST LOUIS, MISSOURI-ILLINOIS - MSA

	No. of Stores	% of Shoppers*	Principal Supplier
LEADING STORES:		**	
Schnucks	55	46.6	Own, Bridgeton, MO
National	53	43.4	Own, St. Louis, MO
Dierberg's	10	14.8	na
CONVENIENCE STORES	na	8.4%	
OTHER GROCERY STORES	na	42.6%	
TOTAL	118+	**	

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na not available

* Based on total # of St. Louis MSA residents who have shopped at that particular store in the "past seven days".

** Percents surpass 100.0% due to multiple answers.

Note: Information on which above figures are based kindly provided by "The St. Louis Post Dispatch".

Market Area Covered:
Franklin, Jefferson, St. Charles, St. Louis Counties; and part of Crawford Counties - MO
Clinton, Jersey, Madison, Monroe and St. Clair Counties - IL

Rank in U.S. based on supermarket sales 1988: 16

	U.S.	MSA Total	Central City St. Louis
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 17,027	$ 2,787
Food Store Sales (mil.)	$ 337,011	$ 3,131	$ 561
% of total retail sales	20.6%	18.4%	20.1%
Supermarket Sales (mil.)	$ 315,990	$ 2,926	$ 516
% of Food Store Sales	93.8%	93.4%	92.1%
Supermarket Sales per capita	$ 1,274.56	$ 1,178.64	$ 1,214.57
POPULATION 1988 TOTAL (thous.)	247,920.3	2,482.1	425.1
Total # of Hslds. (thous.)	92,294.6	913.1	171.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.4%	5.7%
25 - 34 Years	22.5%	21.8%	18.4%
35 - 44 Years	21.0%	21.0%	14.6%
45 - 54 Years	15.0%	15.9%	13.6%
55 - 64 Years	14.4%	14.6%	15.6%
65 & Over	20.8%	21.3%	32.0%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.5%	35.6%
Two	32.3%	31.5%	30.4%
Three	17.8%	18.2%	14.1%
Four	15.1%	15.6%	9.8%
Five	6.8%	7.1%	5.1%
Six & Over	3.7%	4.1%	5.1%
Average Household Size	2.69	2.72	2.48
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 32,128	$ 4,582
Per Capita EBI	$ 12,359	$ 12,944	$ 10,779
Median Household EBI	$ 24,488	$ 27,397	$ 18,488
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.3%	27.2%
$10,000-$24,999	31.9%	29.2%	35.6%
$25,000 & Over	49.0%	54.5%	37.2%
Projected EBI % change 1993/88	+51.4%	+47.7%	+40.0%
Projected average hsld. EBI % change 1993/88	+41.6%	+41.7%	+41.0%

17. SAN DIEGO, CALIFORNIA - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		90.0%	
Lucky	28	18.0	Own, Buena Park, CA
Safeway	35	18.0	Own, Downey, CA
Alpha Beta	22	14.0	Own, La Habra, CA
Vons	30	14.0	Own, El Monte, CA
Ralph's	14	11.0	Own, Compton, CA
Big Bear	25	9.0	Own, San Diego, CA
Albertson's	3	3.0	Own, Brea, CA
Military Commissaries	4	3.0	Buy Direct
OTHER GROCERY STORES	na	10.0%	
TOTAL	161+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
San Diego County

Rank in U.S. based on supermarket sales 1988: 17

	U.S.	MSA Total	Central City San Diego
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 16,135	$ 7,223
Food Store Sales (mil.)	$ 337,011	$ 3,150	$ 1,307
% of total retail sales	20.6%	19.5%	18.1%
Supermarket Sales (mil.)	$ 315,990	$ 2,920	$ --
% of Food Store Sales	93.8%	92.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,225.92	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,382.0	1,085.3
Total # of Hslds. (thous.)	92,294.6	867.4	403.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	8.1%	-- %
25 - 34 Years	22.5%	25.4%	-- %
35 - 44 Years	21.0%	20.8%	-- %
45 - 54 Years	15.0%	14.0%	-- %
55 - 64 Years	14.4%	13.3%	-- %
65 & Over	20.8%	18.4%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.2%	-- %
Two	32.3%	36.0%	-- %
Three	17.8%	17.3%	-- %
Four	15.1%	14.1%	-- %
Five	6.8%	6.0%	-- %
Six & Over	3.7%	3.4%	-- %
Average Household Size	2.69	2.75	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 36,146	$ 16,681
Per Capita EBI	$ 12,359	$ 15,175	$ 15,370
Median Household EBI	$ 24,488	$ 29,555	$ 28,279
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	13.1%	-- %
$10,000-$24,999	31.9%	29.4%	-- %
$25,000 & Over	49.0%	57.5%	-- %
Projected EBI % change 1993/88	+51.4%	+57.9%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	-- %

18. RIVERSIDE-SAN BERNARDINO, CALIFORNIA - PMSA

RIVERSIDE

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:		89.0%	
Stater Bros.	30	26.0	Own, Colton, CA
Vons	17	13.0	Own, Los Angeles, CA
Alpha Beta	17	12.0	Own, La Habra, CA
Lucky	10	12.0	Own, Buena Park, CA
Safeway	11	9.0	Own, Downey, CA
Winn-Dixie	11	8.0	na
Albertson's	7	6.0	Own, Brea, CA
Ralph's	1	2.0	Own, Compton, CA
Base Commissary	2	1.0	Buy Direct
OTHER GROCERY STORES	na	11.0%	
TOTAL	106+	100.0%	

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na not available * In-house estimates.

Note: Store names, # of stores and principal supplier information kindly provided by "The Riverside Press Enterprise".

SAN BERNARDINO

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:		81.5%	
Stater Bros.	43	39.5	Own, Colton, CA
Lucky	9	18.6	Own, Buena Park, CA
Alpa Beta	17	12.1	Own, La Habra, CA
Vons	15	11.3	Own, Los Angeles, CA
Circle K (C)	39	*	A.M. Lewis, Riverside, CA
7-Eleven (C)	35	*	Own, San Bernardino, CA
Albertson's	5	*	Own, Fullerton, CA
Base Commissary	4	*	na
Fedco	1	*	na
Food 4 Less	1	*	na
Gerards	2	*	A.M. Lewis, Riverside, CA
Grocery Warehouse	2	*	Albertson's, Fullerton, CA
Hughes Market	4	*	Own, Los Angeles, CA
Price Club	1	*	na
Ralph's	2	*	Own, Compton, CA
Stop'N Go (C)	6	*	A.M. Lewis, Riverside, CA
OTHER GROCERY STORES	na	18.5%	
TOTAL	184+	100.0%	

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na not available (C) Convenience Stores

*Included in "Other Grocery Stores" percent.

Note: San Bernardino information kindly provided by "The San Bernardino County Star".

Market Area Covered:
Riverside and San Bernardino Counties

Rank in U.S. based on supermarket sales 1988: 18

			Central Cities	
	U.S.	PMSA Total	Riverside	San Bernardino
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 12,807	$ 5,834	$ 6,973
Food Store Sales (mil.)	$ 337,011	$ 3,023	$ 1,436	$ 1,587
% of total retail sales	20.6%	23.6%	24.6%	22.3%
Supermarket Sales (mil.)	$ 315,990	$ 2,860	$ 1,368	$ 1,492
% of Food Store Sales	93.8%	94.6%	95.3%	94.0%
Supermarket Sales per capita	$ 1,274.56	$ 1,250.01	$ 1,381.74	$ 1,149.51
POPULATION 1988 TOTAL (thous.)	247,920.3	2,287.7	990.0	1,297.7
Total # of Hslds. (thous.)	92,294.6	816.1	358.3	457.8
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	6.6%	5.9%	7.2%
25 - 34 Years	22.5%	23.0%	20.5%	24.9%
35 - 44 Years	21.0%	20.5%	19.1%	21.6%
45 - 54 Years	15.0%	13.9%	13.3%	14.3%
55 - 64 Years	14.4%	14.0%	14.8%	13.3%
65 & Over	20.8%	22.1%	26.3%	20.6%
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	19.9%	20.8%	19.1%
Two	32.3%	35.9%	38.5%	33.8%
Three	17.8%	17.4%	15.9%	18.5%
Four	15.1%	15.7%	14.1%	16.9%
Five	6.8%	7.1%	6.4%	7.6%
Six & Over	3.7%	4.2%	4.2%	4.1%
Average Household Size	2.69	2.80	2.76	2.83
NCOME 1988				
Net EBI (mil.)	$3,064,006	$ 29,507	$ 12,844	$ 16,663
Per Capita EBI	$ 12,359	$ 12,898	$ 12,974	$ 12,840
Median Household EBI	$ 24,488	$ 27,135	$ 25,840	$ 28,280
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	15.5%	15.7%	17.5%
$10,000-$24,999	31.9%	30.9%	32.9%	29.3%
$25,000 & Over	49.0%	53.6%	51.4%	55.4%
Projected EBI % change 1993/88	+51.4%	+63.8%	+64.2%	+63.5%
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	+38.2%	+38.2%

19. SEATTLE, WASHINGTON - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		77.0%	
Safeway	69	33.0	Own, Bellevue, WA
Albertson's	35	18.0	West Coast Grocery, Inc., Bellevue, WA
Quality Food Centers	22	6.0	West Coast Grocery, Inc., Bellevue, WA
Johnny's Food Centers, Inc.	7	5.0	Assoc. Grocers, Inc., Kent, WA
Olson's Food Stores, Inc.	9	4.0	Assoc. Grocers, Inc., Lynnwood, WA
Fred Meyer	7	3.0	Own, Seattle, WA
Haggens/Tip Top	4	3.0	West Coast Grocery, Inc. Bellingham, WA
Mark It/Thriftway/Holiday	10	3.0	Assoc. Groc., Inc., Gig Harbor, WA
Thrifty Foods	7	2.0	Assoc. Groc., Inc., Burlington, WA
OTHER GROCERY STORES	na	23.0%	
TOTAL	170+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
King and Snohomish Counties

Rank in U.S. based on supermarket sales 1988: 19

	U.S.	PMSA Total	Central City Seattle
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 14,380	$ 4,416
Food Store Sales (mil.)	$ 337,011	$ 2,966	$ 822
% of total retail sales	20.6%	20.6%	18.6%
Supermarket Sales (mil.)	$ 315,990	$ 2,806	$ --
% of Food Store Sales	93.8%	94.6%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,522.75	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,842.5	490.4
Total # of Hslds. (thous.)	92,294.6	748.4	230.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	7.0%	-- %
25 - 34 Years	22.5%	25.8%	-- %
35 - 44 Years	21.0%	22.8%	-- %
45 - 54 Years	15.0%	14.1%	-- %
55 - 64 Years	14.4%	13.2%	-- %
65 & Over	20.8%	17.1%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	28.6%	-- %
Two	32.3%	33.3%	-- %
Three	17.8%	16.5%	-- %
Four	15.1%	13.8%	-- %
Five	6.8%	5.5%	-- %
Six & Over	3.7%	2.3%	-- %
Average Household Size	2.69	2.46	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 30,101	$ 8,172
Per Capita EBI	$ 12,359	$ 16,337	$ 16,664
Median Household EBI	$ 24,488	$ 32,665	$ 25,674
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	12.9%	-- %
$10,000-$24,999	31.9%	25.0%	-- %
$25,000 & Over	49.0%	62.2%	-- %
Projected EBI % change 1993/88	+51.4%	+55.6%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+41.3%	-- %

20. PITTSBURGH, PENNSYLVANIA - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		26.0%	
Giant Eagle	37	20.0	OK Grocery Co., Pittsburgh, PA
Mr. Marraccini	3	2.0	Own, Elizabeth, PA
Super Valu	1	2.0	Charley Bros. Co., Minneapolis, MN
U Save Foods	4	2.0	Penn Traffic Co., Johnstown, PA
INDEPENDENTS	179	72.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	224+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Allegheny, Fayette, Washington and Westmoreland Counties

Rank in U.S. based on supermarket sales 1988: 20

	U.S.	PMSA Total	Central City Pittsburgh
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 13,248	$ 2,811
Food Store Sales (mil.)	$ 337,011	$ 2,995	$ 612
% of total retail sales	20.6%	22.6%	21.8%
Supermarket Sales (mil.)	$ 315,990	$ 2,767	$ --
% of Food Store Sales	93.8%	92.4%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,312.16	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,109.1	382.8
Total # of Hslds. (thous.)	92,294.6	830.9	161.4
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.3%	-- %
25 - 34 Years	22.5%	19.1%	-- %
35 - 44 Years	21.0%	17.9%	-- %
45 - 54 Years	15.0%	16.0%	-- %
55 - 64 Years	14.4%	18.0%	-- %
65 & Over	20.8%	24.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	27.9%	-- %
Two	32.3%	31.2%	-- %
Three	17.8%	17.7%	-- %
Four	15.1%	14.0%	-- %
Five	6.8%	6.4%	-- %
Six & Over	3.7%	2.9%	-- %
Average Household Size	2.69	2.54	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 25,506	$ 4,272
Per Capita EBI	$ 12,359	$ 12,093	$ 11,160
Median Household EBI	$ 24,488	$ 23,627	$ 18,172
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	20.3%	-- %
$10,000-$24,999	31.9%	32.4%	-- %
$25,000 & Over	49.0%	47.3%	-- %
Projected EBI % change 1993/88	+51.4%	+40.5%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.4%	-- %

21. NEWARK, NEW JERSEY - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		75.0%	
Pathmark	16	21.0	Supermarket General Corp., Saddlebrook & Woodbridge, NJ
A&P	34	14.0	Own, Edison & Montvale, NJ
Shop Rite Supermarket	15	11.0	Wakefern Food Corp., Springfield, NJ
Mayfair	12	8.0	Tiwn County Grocers, Inc., Elizabeth, NJ
Acme	13	6.0	American Store Co., Whippany, NJ
Kings	10	6.0	White Rose, West Caldwell, NJ
Grand Union	7	5.0	Own, Elmwood Park, NJ
Shop Rite	3	2.0	Wakefern Food Corp., Elizabeth, NJ
Singer Shop Rite	1	2.0	Wakefern, North Bergen, NJ
OTHER GROCERY STORES	na	25.0%	
TOTAL	111+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Essex, Morris, Sussex and Union Counties

Rank in U.S. based on supermarket sales 1988: 21

	U.S.	PMSA Total	Central City Newark
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 13,135	$ 3,581
Food Store Sales (mil.)	$ 337,011	$ 2,993	$ 852
% of total retail sales	20.6%	22.8%	23.8%
Supermarket Sales (mil.)	$ 315,990	$ 2,732	$ --
% of Food Store Sales	93.8%	91.3%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,435.65	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,902.7	319.4
Total # of Hslds. (thous.)	92,294.6	694.9	112.9
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	3.5%	-- %
25 - 34 Years	22.5%	19.9%	-- %
35 - 44 Years	21.0%	23.3%	-- %
45 - 54 Years	15.0%	17.2%	-- %
55 - 64 Years	14.4%	16.1%	-- %
65 & Over	20.8%	20.0%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	22.8%	-- %
Two	32.3%	29.9%	-- %
Three	17.8%	18.7%	-- %
Four	15.1%	16.4%	-- %
Five	6.8%	7.8%	-- %
Six & Over	3.7%	4.4%	-- %
Average Household Size	2.69	2.74	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 32,389	$ 3,073
Per Capita EBI	$ 12,359	$ 17,023	$ 9,622
Median Household EBI	$ 24,488	$ 34,806	$ 18,065
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	13.7%	-- %
$10,000-$24,999	31.9%	22.5%	-- %
$25,000 & Over	49.0%	63.7%	-- %
Projected EBI % change 1993/88	+51.4%	+45.1%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.4%	-- %

22. BALTIMORE, MARYLAND - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		81.0%	
Giant	37	25.0	Own, Landover, MD
A&P	28	11.0	Own, Baltimore, MD
Food A Rama	25	10.0	Super Rite Food, Inc., Randallstown, MD
Von Cos	5	9.0	na
Safeway	15	7.0	Own, Landover, MD
Mars	11	6.0	Own, Baltimore, MD
Big B Warehouses	10	3.0	B. Green & Co., Inc., Baltimore, MD
Santonis, Inc.	6	3.0	B. Green & Co., Inc., Baltimore, MD
Super Pride Markets	6	3.0	PA & S Small Co., Baltimore, MD
Acme	5	2.0	American Stores Co., Philadelphia, PA
Military	3	2.0	Buy Direct
OTHER GROCERY STORES	na	19.0%	
TOTAL	151+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne Counties; Baltimore City

Rank in U.S. based on supermarket sales 1988: 22

	U.S.	MSA Total	Central City Baltimore
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 15,960	$ 4,155
Food Store Sales (mil.)	$ 337,011	$ 2,951	$ 828
% of total retail sales	20.6%	18.5%	19.9%
Supermarket Sales (mil.)	$ 315,990	$ 2,725	$ 734
% of Food Store Sales	93.8%	92.4%	88.6%
Supermarket Sales per capita	$ 1,274.56	$ 1,151.12	$ 971.02
POPULATION 1988 TOTAL (thous.)	247,920.3	2,367.4	756.2
Total # of Hslds. (thous.)	92,294.6	866.5	282.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.8%	5.2%
25 - 34 Years	22.5%	23.0%	21.2%
35 - 44 Years	21.0%	22.8%	18.4%
45 - 54 Years	15.0%	16.3%	14.9%
55 - 64 Years	14.4%	15.2%	16.2%
65 & Over	20.8%	17.9%	24.1%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	22.8%	27.7%
Two	32.3%	31.0%	29.8%
Three	17.8%	19.4%	17.5%
Four	15.1%	16.0%	12.7%
Five	6.8%	7.0%	6.5%
Six & Over	3.7%	3.9%	5.7%
Average Household Size	2.69	2.73	2.68
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 31,205	$ 7,879
Per Capita EBI	$ 12,359	$ 13,181	$ 10,419
Median Household EBI	$ 24,488	$ 29,490	$ 20,454
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	14.8%	25.9%
$10,000-$24,999	31.9%	27.6%	32.7%
$25,000 & Over	49.0%	57.7%	41.4%
Projected EBI % change 1993/88	+51.4%	+46.4%	+36.6%
Projected average hsld. EBI % change 1993/88	+41.6%	+37.9%	+36.9%

23. OAKLAND, CALIFORNIA - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		83.0%	
Safeway	51	34.0	Own, Fremont, CA
Lucky	55	29.0	Own, San Leandro, CA
Alpha Beta	13	8.0	Fleming Co., Inc., Freemont, CA
Frys	10	7.0	Certified Grocers of CA, El Sobrante, CA
Nob Hill	4	2.0	Certified Grocers of CA, Gilroy, CA
Pac N Save	2	2.0	Fleming Co., Inc., San Francisco, CA
Military	2	1.0	Buy Direct
OTHER GROCERY STORES	na	17.0%	
TOTAL	137+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Alameda and Contra Costa Counties

Rank in U.S. based on supermarket sales 1988: 23

	U.S.	PMSA Total	Central City Oakland
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 14,700	$ 2,402
Food Store Sales (mil.)	$ 337,011	$ 2,924	$ 466
% of total retail sales	20.6%	19.9%	19.4%
Supermarket Sales (mil.)	$ 315,990	$ 2,714	$ --
% of Food Store Sales	93.8%	92.8%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,350.85	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	2,009.1	361.7
Total # of Hslds. (thous.)	92,294.6	778.1	154.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.1%	-- %
25 - 34 Years	22.5%	24.5%	-- %
35 - 44 Years	21.0%	23.5%	-- %
45 - 54 Years	15.0%	15.1%	-- %
55 - 64 Years	14.4%	13.9%	-- %
65 & Over	20.8%	16.9%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.3%	-- %
Two	32.3%	33.4%	-- %
Three	17.8%	17.4%	-- %
Four	15.1%	14.3%	-- %
Five	6.8%	5.8%	-- %
Six & Over	3.7%	2.8%	-- %
Average Household Size	2.69	2.58	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 34,406	$ 5,169
Per Capita EBI	$ 12,359	$ 17,125	$ 14,290
Median Household EBI	$ 24,488	$ 34,640	$ 22,927
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	13.4%	-- %
$10,000-$24,999	31.9%	23.3%	-- %
$25,000 & Over	49.0%	63.3%	-- %
Projected EBI % change 1993/88	+51.4%	+49.9%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.4%	-- %

24. MIAMI-HIALEAH, FL - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		82.0%	
Winn Dixie	54	32.0	Own, Pompano Beach, FL
Publix	40	26.0	Own, North Miami, FL
Pantry Pride/Sun	19	8.0	Malone & Hyde, Pompano Beach, FL
Sedanos	17	8.0	Assoc. Grocers of Florida, Inc., Hialeah, FL
Xtra Super	4	8.0	Malone & Hyde, Pompano Beach, FL
INDEPENDENTS	46	17.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	180+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Dade County

Rank in U.S. based on supermarket sales 1988: 24

	U.S.	PMSA Total	Central City Miami
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 16,170	$ 4,380
Food Store Sales (mil.)	$ 337,011	$ 2,694	$ 565
% of total retail sales	20.6%	16.7%	12.9%
Supermarket Sales (mil.)	$ 315,990	$ 2,449	$ --
% of Food Store Sales	93.8%	90.9%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,323.48	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,850.4	387.3
Total # of Hslds. (thous.)	92,294.6	710.3	152.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.4%	-- %
25 - 34 Years	22.5%	18.2%	-- %
35 - 44 Years	21.0%	20.5%	-- %
45 - 54 Years	15.0%	16.3%	-- %
55 - 64 Years	14.4%	15.3%	-- %
65 & Over	20.8%	25.3%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.8%	-- %
Two	32.3%	33.1%	-- %
Three	17.8%	17.1%	-- %
Four	15.1%	13.2%	-- %
Five	6.8%	6.1%	-- %
Six & Over	3.7%	3.7%	-- %
Average Household Size	2.69	2.61	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 22,841	$ 3,829
Per Capita EBI	$ 12,359	$ 12,344	$ 9,886
Median Household EBI	$ 24,488	$ 23,194	$ 16,984
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	21.6%	-- %
$10,000-$24,999	31.9%	31.6%	-- %
$25,000 & Over	49.0%	46.8%	-- %
Projected EBI % change 1993/88	+51.4%	+53.3%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.8%	-- %

25. SAN FRANCISCO, CALIFORNIA - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		83.0%	
Safeway	46	45.0	Own, Fremont, CA
Lucky	15	13.0	Own, San Leandro, CA
Cala/QFI	17	8.0	Fleming Co., Inc., South San Francisco, CA
Alpha Beta	7	6.0	Fleming Co., Inc., Fremont, CA
Petrini's	7	4.0	Fleming Co., Inc., South, San Francisco, CA
Albertson's	3	2.0	Fleming Co., Inc. South San Francisco, CA
Bell	4	2.0	Felming Co., Inc., South San Francisco, CA
Military	3	2.0	Buy Direct
Frys	1	1.0	Certified Grocers of CA, El Sobrante, CA
INDEPENDENTS	44	16.0%	
OTHER GROCERY STORES	na	1.0%	
TOTAL	147+	16.0%	

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na not available
* In-house estimates.

Market Area Covered:
Marin, San Francisco and San Mateo Counties

Rank in U.S. based on supermarket sales 1988: 25

	U.S.	PMSA Total	Central City San Francisco
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 15,812	$ 7,722
Food Store Sales (mil.)	$ 337,011	$ 2,785	$ 1,274
% of total retail sales	20.6%	17.6%	16.5%
Supermarket Sales (mil.)	$ 315,990	$ 2,363	$ 965
% of Food Store Sales	93.8%	84.8%	75.8%
Supermarket Sales per capita	$ 1,274.56	$ 1,471.70	$1,289.66
POPULATION 1988 TOTAL (thous.)	247,920.3	1,605.5	748.6
Total # of Hslds. (thous.)	92,294.6	675.4	333.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.7%	4.9%
25 - 34 Years	22.5%	24.3%	25.4%
35 - 44 Years	21.0%	22.0%	19.6%
45 - 54 Years	15.0%	14.8%	13.3%
55 - 64 Years	14.4%	14.2%	13.4%
65 & Over	20.8%	20.0%	23.5%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	33.9%	40.5%
Two	32.3%	33.4%	32.2%
Three	17.8%	14.7%	12.6%
Four	15.1%	10.7%	8.0%
Five	6.8%	4.5%	3.8%
Six & Over	3.7%	2.8%	3.0%
Average Household Size	2.69	2.38	2.24
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 31,216	$ 13,781
Per Capita EBI	$ 12,359	$ 19,443	$ 18,409
Median Household EBI	$ 24,488	$ 34,227	$ 28,515
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	12.4%	16.5%
$10,000-$24,999	31.9%	24.4%	27.6%
$25,000 & Over	49.0%	63.3%	55.9%
Projected EBI % change 1993/88	+51.4%	+45.4%	+46.6%
Projected average hsld. EBI % change 1993/88	+41.6%	+38.1%	+38.2%

26. CLEVELAND, OHIO - PMSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Bi-Rite/Sparkle	13		Peter J. Schmidt, Mogadore, OH
Carl's	5		Riser Foods, Bedford Hgts., OH
Eagle	25		Riser Foods, Bedford Hghts, OH
Food Centre	13		Riser Foods, Bedford Hghts., OH
Heinen's	11		Own, Warrensville Hghts., OH
Pick 'N Pay/Finast	47		Own Cleveland, OH
Stop'N Shop	57		Riser Foods, Bedford Hghts., OH
Twin Valu	2		Super Valu, Xenia, OH
OTHER GROCERY STORES	na		
TOTAL	173+		

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na not available
* Share of Market Data is unobtainable.

Market Area Covered:
Cuyahoga, Geauga, Lake and Medina Counties

Rank in U.S. based on supermarket sales 1988: 26

	U.S.	PMSA Total	Central City Cleveland
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 12,991	$ 2,851
Food Store Sales (mil.)	$ 337,011	$ 2,502	$ 626
% of total retail sales	20.6%	19.3%	22.0%
Supermarket Sales (mil.)	$ 315,990	$ 2,303	$ --
% of Food Store Sales	93.8%	92.1%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,242.32	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,853.9	535.6
Total # of Hslds. (thous.)	92,294.6	723.3	217.7
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.0%	-- %
25 - 34 Years	22.5%	20.9%	-- %
35 - 44 Years	21.0%	20.0%	-- %
45 - 54 Years	15.0%	16.2%	-- %
55 - 64 Years	14.4%	16.7%	-- %
65 & Over	20.8%	21.2%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	27.4%	-- %
Two	32.3%	30.8%	-- %
Three	17.8%	17.3%	-- %
Four	15.1%	14.2%	-- %
Five	6.8%	6.9%	-- %
Six & Over	3.7%	3.4%	-- %
Average Household Size	2.69	2.56	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 23,343	$ 4,971
Per Capita EBI	$ 12,359	$ 12,592	$ 9,280
Median Household EBI	$ 24,488	$ 25,214	$ 16,585
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	19.4%	-- %
$10,000-$24,999	31.9%	30.1%	-- %
$25,000 & Over	49.0%	50.4%	-- %
Projected EBI % change 1993/88	+51.4%	+44.9%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+43.4%	-- %

27. DENVER, COLORADO - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
King Soopers (Kroger Co.)	51	45.0	Own, Denver, CO
Safeway	49	19.0	Own, Denver, CO
Albertson's	21	10.0	Own, Denver, CO
Grocery Warehouse	5	*	Albertson's, Denver, CO
Alfalfa's	2	*	na
La Petite Boulangerie	13	*	na
Orchards	1	*	na
LEADING INDEPENDENTS:		10.0%	
Cub Foods	6	10.0	Super Valu, Denver, CO
Nobel Sysco	3	*	Own, Denver, CO
Sax Foods	2	*	na
LEADING CONVENIENCE STORES:			
PDQ	8	*	na
7-Eleven	113	*	McLane Western, Denver, CO
Shop 'n Go	19	*	na
Tenneco	13	*	na
U-Tote-M	26	*	na
OTHER GROCERY STORES	na	16.0%	
TOTAL	332+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Market Area Covered:
Adams, Arapahoe, Denver, Douglas and Jefferson Counties

Rank in U.S. based on supermarket sales 1988: 27

	U.S.	PMSA Total	Central City Denver
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 11,642	$ 3,311
Food Store Sales (mil.)	$ 337,011	$ 2,393	$ 746
% of total retail sales	20.6%	20.6%	22.5%
Supermarket Sales (mil.)	$ 315,990	$ 2,294	$ 700
% of Food Store Sales	93.8%	95.7%	93.9%
Supermarket Sales per capita	$ 1,274.56	$ 1,361.98	$1,386.74
POPULATION 1988 TOTAL (thous.)	247,920.3	1,684.5	504.7
Total # of Hslds. (thous.)	92,294.6	671.6	230.1
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	7.5%	8.5%
25 - 34 Years	22.5%	29.1%	28.9%
35 - 44 Years	21.0%	23.7%	17.1%
45 - 54 Years	15.0%	14.6%	12.0%
55 - 64 Years	14.4%	11.7%	12.7%
65 & Over	20.8%	13.3%	20.8%
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	29.2%	41.2%
Two	32.3%	30.7%	30.8%
Three	17.8%	17.3%	13.1%
Four	15.1%	14.6%	8.9%
Five	6.8%	5.9%	3.9%
Six & Over	3.7%	2.4%	2.1%
Average Household Size	2.69	2.51	2.19
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 22,766	$ 6,498
Per Capita EBI	$ 12,359	$ 13,515	$ 12,875
Median Household EBI	$ 24,488	$ 27,791	$ 20,904
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	14.1%	22.1%
$10,000-$24,999	31.9%	30.4%	36.4%
$25,000 & Over	49.0%	55.5%	41.6%
Projected EBI % change 1993/88	+51.4%	+60.5%	+48.6%
Projected average hsld. EBI % change 1993/88	+41.6%	+45.5%	+44.5%

28. BERGEN-PASSAIC, NEW JERSEY - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		83.0%	
A&P	25	18.0	Own, Montvale, NJ
Grand Union	22	18.0	Own, Elmwood Park, NJ
Pathmark	11	14.0	Supermarket General Corp., Woodbridge, NJ
Inserra	10	13.0	Wakefern Food Corp., Mahwak, NJ
Kings	5	6.0	White Rose Food Corp., West Caldwell, NJ
Acme	6	5.0	American Stores Co., Whippany, NJ
Foodtown	8	3.0	Twin County Grocers, Inc., Paramus, NJ
Mayfair Food Town	4	3.0	Twin County Grocers, Inc., Elizabeth, NJ
Singer Shop Rite	2	3.0	Wakerfern Food Corp., North Bergen, NJ
INDEPENDENTS	30	15.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	123+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Bergen and Passaic Counties

Rank in U.S. based on supermarket sales 1988: 28

	U.S.	PMSA Total	Central City Paterson
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 12,317	$ 565
Food Store Sales (mil.)	$ 337,011	$ 2,464	$ 121
% of total retail sales	20.6%	20.0%	21.4%
Supermarket Sales (mil.)	$ 315,990	$ 2,208	$ --
% of Food Store Sales	93.8%	89.6%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,704.46	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,295.7	138.3
Total # of Hslds. (thous.)	92,294.6	484.2	49.0
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	3.0%	-- %
25 - 34 Years	22.5%	18.4%	-- %
35 - 44 Years	21.0%	21.3%	-- %
45 - 54 Years	15.0%	17.8%	-- %
55 - 64 Years	14.4%	17.9%	-- %
65 & Over	20.8%	21.6%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.2%	-- %
Two	32.3%	31.0%	-- %
Three	17.8%	18.8%	-- %
Four	15.1%	16.0%	-- %
Five	6.8%	7.5%	-- %
Six & Over	3.7%	3.5%	-- %
Average Household Size	2.69	2.68	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 24,485	$ 1,453
Per Capita EBI	$ 12,359	$ 18,897	$ 10,507
Median Household EBI	$ 24,488	$ 38,404	$ 20,847
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	10.6%	-- %
$10,000-$24,999	31.9%	21.0%	-- %
$25,000 & Over	49.0%	68.3%	-- %
Projected EBI % change 1993/88	+51.4%	+43.8%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+39.8%	-- %

29. NEW ORLEANS, LOUISIANA - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		90.0%	
Winn-Dixie	38	32.0	Own, New Orleans, LA
Schwegmann Giant	13	23.0	Own, New Orleans, LA
National	19	13.0	Own, Harahan, LA
A&P	13	9.0	Own, New Orleans, LA
Delchamps	12	7.0	Own, Mobile, AL
Motts Shop Rite	2	4.0	na
Military	1	1.0	Buy Direct
Sunflower	3	1.0	Lewis Grocer Co., Indianola, MS
INDEPENDENTS	42	9.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	143+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes

Rank in U.S. based on supermarket sales 1988: 29

	U.S.	MSA Total	Central City New Orleans
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,983	$ 3,606
Food Store Sales (mil.)	$ 337,011	$ 2,289	$ 863
% of total retail sales	20.6%	25.5%	23.9%
Supermarket Sales (mil.)	$ 315,990	$ 2,191	$ --
% of Food Store Sales	93.8%	95.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,654.26	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,324.4	546.5
Total # of Hslds. (thous.)	92,294.6	489.9	211.4
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.7%	-- %
25 - 34 Years	22.5%	25.6%	-- %
35 - 44 Years	21.0%	21.9%	-- %
45 - 54 Years	15.0%	15.2%	-- %
55 - 64 Years	14.4%	13.6%	-- %
65 & Over	20.8%	17.1%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.7%	-- %
Two	32.3%	28.9%	-- %
Three	17.8%	18.4%	-- %
Four	15.1%	14.9%	-- %
Five	6.8%	7.3%	-- %
Six & Over	3.7%	4.7%	-- %
Average Household Size	2.69	2.70	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 13,095	$ 4,885
Per Capita EBI	$ 12,359	$ 9,888	$ 8,940
Median Household EBI	$ 24,488	$ 20,171	$ 14,703
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	26.1%	-- %
$10,000-$24,999	31.9%	33.4%	-- %
$25,000 & Over	49.0%	40.5%	-- %
Projected EBI % change 1993/88	+51.4%	+55.5%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+49.4%	-- %

30. MILWAUKEE, WISCONSIN - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		84.0%	
Pick 'N Save	21	40.0	Roundy's, Milwaukee, WI
Sentry	32	18.0	Godfrey, Waukesha, WI
Kohls II	39	15.0	A&P, Milwaukee, WI
Cub Foods	3	6.0	Super Valu, Stillwater, MN
Piggly Wiggly/Sav-U Stores	6	5.0	Schultz Sav-O-Stores, Sheboygan, WI
Town & Country	4	na	Super Valu,. West Allis, WI
OTHER GROCERY STORES	na	16.0%	
TOTAL	105+	100.0%	

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na not available

Note: Above information kindly provided by "The Milwaukee Journal/Sentinel".

Market Area Covered:
Milwaukee, Ozaukee, Washington and Waukesha Counties

Rank in U.S. based on supermarket sales 1988: 30

	U.S.	PMSA Total	Central City Milwaukee
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,863	$ 3,769
Food Store Sales (mil.)	$ 337,011	$ 2,286	$ 979
% of total retail sales	20.6%	23.2%	26.0%
Supermarket Sales (mil.)	$ 315,990	$ 2,134	$ --
% of Food Store Sales	93.8%	93.4%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,522.98	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,401.3	605.5
Total # of Hslds. (thous.)	92,294.6	537.5	248.3
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.5%	-- %
25 - 34 Years	22.5%	23.4%	-- %
35 - 44 Years	21.0%	20.4%	-- %
45 - 54 Years	15.0%	15.6%	-- %
55 - 64 Years	14.4%	14.2%	-- %
65 & Over	20.8%	19.9%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.8%	-- %
Two	32.3%	30.7%	-- %
Three	17.8%	17.2%	-- %
Four	15.1%	14.8%	-- %
Five	6.8%	7.0%	-- %
Six & Over	3.7%	3.5%	-- %
Average Household Size	2.69	2.61	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 18,617	$ 7,025
Per Capita EBI	$ 12,359	$ 13,285	$ 11,602
Median Household EBI	$ 24,488	$ 27,680	$ 21,912
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.0%	-- %
$10,000-$24,999	31.9%	29.6%	-- %
$25,000 & Over	49.0%	55.3%	-- %
Projected EBI % change 1993/88	+51.4%	+47.6%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+44.6%	-- %

31. SAN ANTONIO, TEXAS - MSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		95.4%*	
H.E.B.	36*/34**	53.6	Own, Corpus Christi, TX
Kroger	14*/13**	11.8	Own, Houston, TX
Commissaries (Base)*	na	10.6	Buy Direct
Handy Andy	21*/19**	10.0	Sweeney & Co., San Antonio, TX
Albertson's	10*/ 9**	9.4	Fleming Co., San Antonio, TX
LEADING INDEPENDENTS:		1.3%	
Warehouse Groceries	8*/9**	1.3	Own, San Antonio, TX
OTHER GROCERY STORES	na	3.3%	
TOTAL	89+*/84+**	100.0%	

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na not available

* Information kindly provided by a source who prefers to remain anonymous.

**Information kindly provided by "The San Antonio Light".

Market Area Covered:
Bexar, Comal, and Guadalupe Counties

Rank in U.S. based on supermarket sales 1988: 31

	U.S.	MSA Total	Central City San Antonio
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 7,467	$ 6,414
Food Store Sales (mil.)	$ 337,011	$ 2,063	$ 1,761
% of total retail sales	20.6%	27.6%	27.5%
Supermarket Sales (mil.)	$ 315,990	$ 1,999	$ --
% of Food Store Sales	93.8%	96.9%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,539.63	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,298.2	984.6
Total # of Hslds. (thous.)	92,294.6	442.2	337.2
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.7%	-- %
25 - 34 Years	22.5%	24.4%	-- %
35 - 44 Years	21.0%	21.5%	-- %
45 - 54 Years	15.0%	15.3%	-- %
55 - 64 Years	14.4%	14.3%	-- %
65 & Over	20.8%	17.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	20.1%	-- %
Two	32.3%	29.9%	-- %
Three	17.8%	18.8%	-- %
Four	15.1%	16.9%	-- %
Five	6.8%	8.3%	-- %
Six & Over	3.7%	6.0%	-- %
Average Household Size	2.69	2.94	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 12,947	$ 8,998
Per Capita EBI	$ 12,359	$ 9,973	$ 9,138
Median Household EBI	$ 24,488	$ 21,316	$ 19,487
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	22.0%	-- %
$10,000-$24,999	31.9%	35.4%	-- %
$25,000 & Over	49.0%	42.7%	-- %
Projected EBI % change 1993/88	+51.4%	+60.4%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+42.4%	-- %

32. KANSAS CITY, MISSOURI-KANSAS - MSA

Kansas City, MO

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		45.0%	
Food Barn	35	17.0	Safeway, Kansas City, MO
Ball's	13	9.0	Assoc. Wholesale Grocers I, Kansas City, KS
Bob's IGA	9	7.0	Wetterau Food Distributors Group, Kansas City, MO
Dahl's	3	4.0	Super Valu Stores, Inc., Des Moines, IA
Dillon	4	4.0	Kroger, Hutchinson, KS
Aldi	3	1.0	Own, Wright City, MO
Falleys	1	1.0	Assoc., Topeka, KS
Franks Foodland	5	1.0	Wetterau, Inc., Kansas City, MO
Save U More	1	1.0	Hy-Vee Food Stores, Inc., Chariton, IA
INDEPENDENTS	139	53.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	213	100.0%	

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na not available * In-house estimates.

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Kansas City, KS

	*	**	
LEADING STORES:			
Ball's	5		Own, Kansas City, KS
Food Barn	2		Own, Kansas City, MO
Milgram's	6		Wetterau, F.D.G., Kansas City, MO
Price Chopper	2		Assoc., Kansas City, KS
Safeway	4		Own, Kansas City, MO
Thriftway	5		Assoc., Kansas City, KS
United Super	3		Fleming Co., Inc. Kansas City, MO
OTHER GROCERY STORES	na		
TOTAL	27+	100.0%	

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na not available * In-house estimates.

** Share of Market Data is unobtainable.

Market Area Covered:
Cass, Clay, Jackson, Lafayette, Platte and Ray Counties - MO
Johnson, Leavenworth, Miami and Wyandothe Counties - KS

Rank in U.S. based on supermarket sales 1988: 32

	U.S.	MSA Total	Central Cities Kansas City Missouri	Kansas
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 11,420	$ 3,896	$ 789
Food Store Sales (mil.)	$ 337,011	$ 2,049	$ 591	$ 200
% of total retail sales	20.6%	17.9%	15.2%	25.4%
Supermarket Sales (mil.)	$ 315,990	$ 1,973	$ --	$ --
% of Food Store Sales	93.8%	96.3%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,258.43	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,567.6	442.1	161.8
Total # of Hslds. (thous.)	92,294.6	598.5	177.5	61.5
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	6.5%	-- %	-- %
25 - 34 Years	22.5%	23.7%	-- %	-- %
35 - 44 Years	21.0%	21.9%	-- %	-- %
45 - 54 Years	15.0%	15.3%	-- %	-- %
55 - 64 Years	14.4%	13.7%	-- %	-- %
65 & Over	20.8%	18.9%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	24.2%	-- %	-- %
Two	32.3%	33.0%	-- %	-- %
Three	17.8%	18.1%	-- %	-- %
Four	15.1%	15.5%	-- %	-- %
Five	6.8%	6.3%	-- %	-- %
Six & Over	3.7%	3.0%	-- %	-- %
Average Household Size	2.69	2.62	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 21,106	$ 5,546	$ 1,765
Per Capita EBI	$ 12,359	$ 13,464	$ 12,544	$ 10,910
Median Household EBI	$ 24,488	$ 27,571	$ 23,282	$ 22,036
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	15.6%	-- %	-- %
$10,000-$24,999	31.9%	30.0%	-- %	-- %
$25,000 & Over	49.0%	54.8%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+51.6%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+42.0%	-- %	-- %

33. FT. WORTH-ARLINGTON, TEXAS - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		62.0%	
Kroger	17	19.0	Own, Irving, TX
Winn Dixie	37	19.0	Own, Forth Worth, TX
Tom Thumb	7	10.0	Own, Dallas, TX
Minyard/Sack N Sav	12	9.0	Minyards, Coppell, TX
Albertson's	3	5.0	Own, San Antonio, TX
OTHER GROCERY STORES	na	38.0%	
TOTAL	76+	100.0%	

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na not available

Note: According to our source, Fort Worth-Arlington has experienced no changes since last year.

Market Area Covered:
Johnson, Parker and Tarrant Counties

Rank in U.S. based on supermarket sales 1988: 33

		PMSA	Central Cities	
	U.S.	Total	Ft. Worth	Arlington
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,875	$ 3,695	$ 2,032
Food Store Sales (mil.)	$ 337,011	$ 1,987	$ 690	$ 435
% of total retail sales	20.6%	22.4%	18.7%	21.4%
Supermarket Sales (mil.)	$ 315,990	$ 1,895	$ --	$ --
% of Food Store Sales	93.8%	95.3%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,482.70	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,277.8	443.2	260.2
Total # of Hslds. (thous.)	92,294.6	473.8	171.8	98.6
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	7.8	-- %	-- %
25 - 34 Years	22.5%	24.6%	-- %	-- %
35 - 44 Years	21.0%	22.9%	-- %	-- %
45 - 54 Years	15.0%	15.5%	-- %	-- %
55 - 64 Years	14.4%	13.0%	-- %	-- %
65 & Over	20.8%	16.2%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	20.7%	-- %	-- %
Two	32.3%	33.8%	-- %	-- %
Three	17.8%	19.2%	-- %	-- %
Four	15.1%	16.5%	-- %	-- %
Five	6.8%	6.6%	-- %	-- %
Six & Over	3.7%	3.2%	-- %	-- %
Average Household Size	2.69	2.70	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 15,870	$ 5,149	$ 3,625
Per Capita EBI	$ 12,359	$ 12,420	$ 11,619	$ 13,930
Median Household EBI	$ 24,488	$ 26,198	$ 21,345	$ 29,918
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	16.4%	-- %	-- %
$10,000-$24,999	31.9%	31.2%	-- %	-- %
$25,000 & Over	49.0%	52.5%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+65.9%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+42.3%	-- %	-- %

34. SAN JOSE, CALIFORNIA - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
Safeway	31	22.0	Own, Fremont, CA
Alpha Beta	16	17.0	Own, Milpitas, CA
Lucky	18	17.0	Own, San Leandro, CA
Fry's	10	8.0	Certified Grocers, Los Angeles, CA
Nob Hill	10	6.0	Fleming Foods, San Leandro, CA
P.W. Super	8	3.0	United Grocers, Richmond, CA
7-Eleven (C)	98	1.0	United Grocers, Cupertino, CA
Pak-n-Save	3	*	Safeway, Fremont, CA
Petrini's	9	*	Market Wholesale Grocery Corp., Fresno, CA
Stop'N Go (C)	16	*	United Grocers, Richmond, CA
LEADING INDEPENDENTS:		6.0%	
H & S Food Villa	1	3.0	United Grocers, Richmond, CA
Micalis Food Villa	4	3.0	United Grocers, Richmond, CA
Consentino	2	*	Own, San Jose, CA
Co-op Supermarkets	1	*	United Grocers, San Jose, CA
Lunardis	2	*	na
OTHER GROCERY STORES	na	20.0%	
TOTAL	229+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The San Jose Mercury News".

Market Area Covered:
Santa Clara County

Rank in U.S. based on supermarket sales 1988: 34

	U.S.	PMSA Total	Central City San Jose
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 11,386	$ 5,002
Food Store Sales (mil.)	$ 337,011	$ 2,004	$ 978
% of total retail sales	20.6%	17.6%	19.5%
Supermarket Sales (mil.)	$ 315,990	$ 1,878	$ --
% of Food Store Sales	93.8%	93.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,306.62	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,437.4	740.9
Total # of Hslds. (thous.)	92,294.6	508.9	248.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.9%	-- %
25 - 34 Years	22.5%	26.4%	-- %
35 - 44 Years	21.0%	25.6%	-- %
45 - 54 Years	15.0%	15.9%	-- %
55 - 64 Years	14.4%	7.1%	-- %
65 & Over	20.8%	12.7%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	22.7%	-- %
Two	32.3%	32.0%	-- %
Three	17.8%	18.4%	-- %
Four	15.1%	16.3%	-- %
Five	6.8%	6.9%	-- %
Six & Over	3.7%	3.8%	-- %
Average Household Size	2.69	2.82	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 26,186	$ 12,098
Per Capita EBI	$ 12,359	$ 18,217	$ 16,328
Median Household EBI	$ 24,488	$ 41,717	$ 40,894
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	8.0%	-- %
$10,000-$24,999	31.9%	19.2%	-- %
$25,000 & Over	49.0%	72.8%	-- %
Projected EBI % change 1993/88	+51.4%	+46.1%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	-- %

35. SACRAMENTO, CALIFORNIA - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		78.0%	
Lucky	28	25.0	Own, San Leandro, CA
Raley's	17	17.0	Fleming Foods, Sacramento, CA
Albertson's	12	11.0	Fleming Foods, Fremont, CA
Bel Air	12	9.0	Gergro, Stockton, CA
Safeway	13	8.0	Own, Sacramento, CA
Pak N'Save	3	5.0	Own, Milpitas, CA
Jumbo	6	3.0	Fleming Foods, Fremont, CA
OTHER GROCERY STORES	na	22.0%	
TOTAL	91+	100.0%	

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na not available

Note: Above information kindly provided by "The Sacramento Bee".

Market Area Covered:
El Dorado, Placer, Sacramento and Yolo Counties

Rank in U.S. based on supermarket sales 1988: 35

	U.S.	MSA Total	Central City Sacramento
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,525	$ 2,727
Food Store Sales (mil.)	$ 337,011	$ 1,926	$ 527
% of total retail sales	20.6%	20.2%	19.3%
Supermarket Sales (mil.)	$ 315,990	$ 1,839	$ --
% of Food Store Sales	93.8%	95.5%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,314.98	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,398.2	352.3
Total # of Hslds. (thous.)	92,294.6	543.4	149.2
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	7.9%	-- %
25 - 34 Years	22.5%	25.0%	-- %
35 - 44 Years	21.0%	21.3%	-- %
45 - 54 Years	15.0%	15.1%	-- %
55 - 64 Years	14.4%	13.9%	-- %
65 & Over	20.8%	16.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.5%	-- %
Two	32.3%	34.6%	-- %
Three	17.8%	17.8%	-- %
Four	15.1%	14.2%	-- %
Five	6.8%	5.5%	-- %
Six & Over	3.7%	2.4%	-- %
Average Household Size	2.69	2.57	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 20,327	$ 5,056
Per Capita EBI	$ 12,359	$ 14,538	$ 14,352
Median Household EBI	$ 24,488	$ 28,430	$ 24,198
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.0%	-- %
$10,000-$24,999	31.9%	29.5%	-- %
$25,000 & Over	49.0%	55.5%	-- %
Projected EBI % change 1993/88	+51.4%	+57.4%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+38.2%	-- %

36. CINCINNATI, OHIO-KENTUCKY-INDIANA - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		68.0%	
Kroger	47	43.8	Own, Cincinnati, OH
Thriftway	17	18.6	Own, Cincinnati, OH
Bigg's	1	3.1	na
Marsh's	2	2.5	Own, Yorktown, IN
Convenience Food Mart	43	*	na
Food Mart	1	*	na
King Kwik	104	*	na
Stop'N Go	11	*	na
Super Valu	7	*	na
United Dairy Farmers	82	*	na
White Villa	27	*	na
VOLUNTARY &/OR COOP GROUPS:		17.8%	
IGA	51	17.8	Super Food Services, Bellefontaine, OH
U-Tote-M	19	*	na
OTHER GROCERY STORES	na	14.2%	
TOTAL	412+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: According to our source, Cincinnati experienced no changes since last year. New information will be available 11/90 and will appear in the '91 edition of this book.

Market Area Covered:
Clermont, Hamilton and Warren Counties - OH
Boone, Campbell and Kenton Counties - KY
Dearborn County - IN

Rank in U.S. based on supermarket sales 1988: 36

	U.S.	PMSA Total	Central City Cincinnati
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,968	$ 2,681
Food Store Sales (mil.)	$ 337,011	$ 2,048	$ 506
% of total retail sales	20.6%	20.5%	18.9%
Supermarket Sales (mil.)	$ 315,990	$ 1,824	$ --
% of Food Store Sales	93.8%	89.0%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,264.07	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,442.7	375.2
Total # of Hslds. (thous.)	92,294.6	547.2	164.9
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.6%	-- %
25 - 34 Years	22.5%	22.9%	-- %
35 - 44 Years	21.0%	20.4%	-- %
45 - 54 Years	15.0%	15.7%	-- %
55 - 64 Years	14.4%	14.3%	-- %
65 & Over	20.8%	20.1%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.2%	-- %
Two	32.3%	30.0%	-- %
Three	17.8%	17.9%	-- %
Four	15.1%	14.9%	-- %
Five	6.8%	7.1%	-- %
Six & Over	3.7%	3.9%	-- %
Average Household Size	2.69	2.64	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 18,008	$ 4,467
Per Capita EBI	$ 12,359	$ 12,482	$ 11,905
Median Household EBI	$ 24,488	$ 25,388	$ 18,635
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	18.5%	-- %
$10,000-$24,999	31.9%	30.8%	-- %
$25,000 & Over	49.0%	50.8%	-- %
Projected EBI % change 1993/88	+51.4%	+49.9%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+44.2%	-- %

37. CHARLOTTE - GASTONIA - ROCK HILL, NORTH CAROLINA-SOUTH CAROLINA - MSA

CHARLOTTE

LEADING CHAINS:		77.0%	
Harris-Teeter	21	26.5	Own, Charlotte, NC
Food Lion	21	26.5	Own, Salisbury, NC
Winn Dixie	10	18.0	Own, Charlotte, NC
A&P	8	6.0	Own, Charlotte, NC
Bi-Lo	10	*	Own, Greenville, SC
VOLUNTARY &/OR COOP GROUPS:		2.0%	
Giant Genie	3	1.0	Assoc. Groc. Mutual of Carolina, Charlotte, NC
Park 'N Shop	2	1.0	Assoc. Groc. Mutual of Carolina, Charlotte, NC
OTHER GROCERY STORES	na	21.0%	
TOTAL	75+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Bi-Lo re-entered the Charlotte market in January 1989, with the purchase of the former Kroger Sav-On Stores.

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GASTONIA - ROCK HILL

LEADING STORES:		*	
A&P	3		Own, Charlotte, NC
Bi Lo Inc.	6		Own, Mauldin, SC
Food Lion	18		Own, Salisbury, NC
Harris-Teeter	7		Own, Charlotte, NC
Winn-Dixie	10		Own, Charolotte, NC
OTHER GROCERY STORES	na		
TOTAL	44+		

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na not available
* Share of Market Data is unobtainable.

Note: Gastonia-Rock Hill information kindly provided by Landon Associates (representatives of "The Gastonia Gazette"), Charlotte, NC and "The Rock Hill Herald".

Market Area Covered:
Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties - NC
York County - SC

Rank in U.S. based on supermarket sales 1988: 37

	U.S.	MSA Total	Central City Charlotte
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,136	$ 3,978
Food Store Sales (mil.)	$ 337,011	$ 1,748	$ 563
% of total retail sales	20.6%	21.5%	14.1%
Supermarket Sales (mil.)	$ 315,990	$ 1,705	$ --
% of Food Store Sales	93.8%	97.5%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,531.64	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,131.1	390.2
Total # of Hslds. (thous.)	92,294.6	421.1	157.9
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.8%	-- %
25 - 34 Years	22.5%	23.5%	-- %
35 - 44 Years	21.0%	22.8%	-- %
45 - 54 Years	15.0%	16.0%	-- %
55 - 64 Years	14.4%	14.1%	-- %
65 & Over	20.8%	17.8%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.6%	-- %
Two	32.3%	31.5%	-- %
Three	17.8%	19.7%	-- %
Four	15.1%	15.8%	-- %
Five	6.8%	6.4%	-- %
Six & Over	3.7%	3.0%	-- %
Average Household Size	2.69	2.64	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 13,358	$ 5,228
Per Capita EBI	$ 12,359	$ 12,001	$ 13,399
Median Household EBI	$ 24,488	$ 24,634	$ 24,755
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.6%	-- %
$10,000-$24,999	31.9%	34.2%	-- %
$25,000 & Over	49.0%	49.3%	-- %
Projected EBI % change 1993/88	+51.4%	+57.4%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+42.5%	-- %

38. FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FLORIDA - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		93.0%	
Winn-Dixie	47	35.0	Own, Pompano Beach, FL
Publix	47	33.0	Own, Miami, FL
Albertson's	9	10.0	Super Food Services, Orlando, FL
Pantry Pride/Sun	9	6.0	Malone & Hyde Inc., Miami, FL
Pic-N-Pay/Payless/Buy Rite	6	4.0	Assoc. Grocers, Miami, FL
Great Value	3	3.0	Assoc. Grocers, Miami, FL
7-Eleven (C)	100	2.0	Southland Corp., Orlando, FL
Circle K (C)	35	*	McLane Southeast, Athens, GA
Cumberland Farms	30	*	Own, Riviera Beach, FL
Farm Stores	53	*	McLane Southeast, Lakeland, FL
Food Spot	11	*	Assoc. Grocers, Miami, FL
Majik Markets	14	*	Own, Atlanta, GA
Stop 'N Go (C)	3	*	McLane Southeast, Lakeland, FL
Super Discount	1	*	Own, Pompano Beach, FL
Table Supply	2	*	na
Xtra Super Food Centers	2	*	Malone & Hyde, Inc., Pompano Beach, FL
VOLUNTARY &/OR COOP GROUPS:		1.5%	
Associated Grocers	23	1.5	Assoc. Grocers, Miami, FL
LEADING INDEPENDENTS:		0.7%	
Sureway	1	0 3	Malone & Hyde, Inc., Pompano Beach FL
Coral Ridge Market	1	0.2	Assoc. Grocers, Miami, FL
Oceanside Market	1	0.2	Malone & Hyde, Inc. Pompano Beach, FL
OTHER GROCERY STORES	na	4.8%	
TOTAL	398+	100.0%	

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na not available
(C) Convenience store
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Fort Lauderdale News/Sun-Sentinel".

Market Area Covered:
Broward County

Rank in U.S. based on supermarket sales 1988: 38

			Central Cities	
	U.S.	PMSA Total	Fort Lauderdale	Hollywood
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 11,187	$ 2,658	$ 1,622
Food Store Sales (mil.)	$ 337,011	$ 1,906	$ 284	$ 225
% of total retail sales	20.6%	17.0%	10.7%	13.9%
Supermarket Sales (mil.)	$ 315,990	$ 1,688	$ --	$ --
% of Food Store Sales	93.8%	88.6%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,390.34	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,214.3	154.4	127.2
Total # of Hslds. (thous.)	92,294.6	526.5	72.4	56.6
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	4.0%	-- %	-- %
25 - 34 Years	22.5%	16.8%	-- %	-- %
35 - 44 Years	21.0%	17.1%	-- %	-- %
45 - 54 Years	15.0%	12.6%	-- %	-- %
55 - 64 Years	14.4%	14.7%	-- %	-- %
65 & Over	20.8%	34.8%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	27.5%	-- %	-- %
Two	32.3%	41.5%	-- %	-- %
Three	17.8%	14.1%	-- %	-- %
Four	15.1%	10.5%	-- %	-- %
Five	6.8%	4.4%	-- %	-- %
Six & Over	3.7%	2.1%	-- %	-- %
Average Household Size	2.69	2.31	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 18,730	$ 2,616	$ 1,965
Per Capita EBI	$ 12,359	$ 15,425	$ 16,942	$ 15,450
Median Household EBI	$ 24,488	$ 26,836	$ 24,236	$ 25,097
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	14.2%	-- %	-- %
$10,000-$24,999	31.9%	32.4%	-- %	-- %
$25,000 & Over	49.0%	53.4%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+57.8%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.8%	-- %	-- %

39. MIDDLESEX-SOMERSET-HUNTERDON - PMSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Acme	8		American Stores Co., Whippany, NJ
A&P	14	-	Own, Edison, NJ
Foodtown	15		Twin County Grocers, Edison, NJ
Grand Union	5		Own, Wayne, NJ
Pathmark	11		Supermarkets General Corp. Woodbridge, NJ
ShopRite	16		Wakefern Food Corp., Elizabeth, NJ
Super Fresh	1		A&P, Florence, NJ
OTHER GROCERY STORES	na		
TOTAL	70+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information does not include Hunterdon County. Above information kindly provided by "The Central New Jersey Home News".

Market Area Covered:
Hunterdon, Middlesex and Somerset Counties

Rank in U.S. based on supermarket sales 1988: 39

			Central Cities	
	U.S.	PMSA Total	New Brunswick	Perth Amboy
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,094	$ 282	$ 229
Food Store Sales (mil.)	$ 337,011	$ 1,780	$ 17	$ 58
% of total retail sales	20.6%	22.0%	6.2%	25.4%
Supermarket Sales (mil.)	$ 315,990	$ 1,639	$ --	$ --
% of Food Store Sales	93.8%	92.1%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,675.34	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	978.6	41.7	37.9
Total # of Hslds. (thous.)	92,294.6	348.5	14.6	14.4
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	3.7%	-- %	-- %
25 - 34 Years	22.5%	21.2%	-- %	-- %
35 - 44 Years	21.0%	23.9%	-- %	-- %
45 - 54 Years	15.0%	18.6%	-- %	-- %
55 - 64 Years	14.4%	16.5%	-- %	-- %
65 & Over	20.8%	16.1%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	21.3%	-- %	-- %
Two	32.3%	29.8%	-- %	-- %
Three	17.8%	19.4%	-- %	-- %
Four	15.1%	17.6%	-- %	-- %
Five	6.8%	8.2%	-- %	-- %
Six & Over	3.7%	3.7%	-- %	-- %
Average Household Size	2.69	2.81	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 17,952	$ 516	$ 490
Per Capita EBI	$ 12,359	$ 18,345	$ 12,370	$ 12,936
Median Household EBI	$ 24,488	$ 41,254	$ 23,391	$ 24,723
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	8.1%	-- %	-- %
$10,000-$24,999	31.9%	18.3%	-- %	-- %
$25,000 & Over	49.0%	73.6%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+52.3%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.2%	-- %	-- %

40. COLUMBUS, OHIO - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		81.0%	
Kroger	36	36.0	Own, Columbus, OH
Big Bear	32	27.0	Own, Columbus, OH
Meijer	5	12.0	Own, Grand Rapids, MI
Cub Foods	3	6.0	Super Valu, Xenia, OH
Cardinal Food Stores	38	*	Own, Columbus, OH
Food World	3	*	Seaway, Cleveland, OH
Gateway	3	*	Wetterau, Columbus, OH
VOLUNTARY &/OR COOP GROUPS:			
IGA (Super Food Services)	21	*	Own, Bellefontaine, OH
Super Duper	27	*	S.M. Flickinger Co., Columbus, OH
LEADING CONVENIENCE STORES:			
Convenient	16	*	Super Food Services, Cincinnati, OH
United Dairy Farmers	50	*	Own, Cincinnati, OH
OTHER GROCERY STORES	na	19.0%	
TOTAL	234+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Columbus Dispatch".

Market Area Covered:
Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties

Rank in U.S. based on supermarket sales 1988: 40

	U.S.	MSA Total	Central City Columbus
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,234	$ 4,822
Food Store Sales (mil.)	$ 337,011	$ 1,721	$ 756
% of total retail sales	20.6%	18.6%	15.7%
Supermarket Sales (mil.)	$ 315,990	$ 1,638	$ --
% of Food Store Sales	93.8%	95.2%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,227.05	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,334.9	580.8
Total # of Hslds. (thous.)	92,294.6	517.1	240.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	8.4%	-- %
25 - 34 Years	22.5%	25.4%	-- %
35 - 44 Years	21.0%	21.4%	-- %
45 - 54 Years	15.0%	15.2%	-- %
55 - 64 Years	14.4%	12.9%	-- %
65 & Over	20.8%	16.7%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	27.7%	-- %
Two	32.3%	30.7%	-- %
Three	17.8%	17.7%	-- %
Four	15.1%	14.7%	-- %
Five	6.8%	6.3%	-- %
Six & Over	3.7%	2.8%	-- %
Average Household Size	2.69	2.58	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 15,944	$ 6,582
Per Capita EBI	$ 12,359	$ 11,944	$ 11,333
Median Household EBI	$ 24,488	$ 23,681	$ 20,461
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	18.8%	-- %
$10,000-$24,999	31.9%	33.9%	-- %
$25,000 & Over	49.0%	47.3%	-- %
Projected EBI % change 1993/88	+51.4%	+52.3%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+43.2%	-- %

41. HARTFORD, CONNECTICUT - PMSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		67.0%	
Waldbaum's	13	14.0	C&S Wholesale Grocers, Inc., Holyoke, MA
Stop & Shop	15	13.0	Own, North Quincy, MA
Mott's Shop Rite	9	11.0	Wakefern Food, Hartford, CT
Finast	17	10.0	First National, Windsor Locks, CT
Purity	6	9.0	Own, North Billerica, MA
Edwards	4	7.0	First National, Windsor Locks, CT
A&P	9	3.0	Own, Springfield, MA
INDEPENDENTS	67	28.0%	Various
OTHER GROCERY STORES	na	5.0%	
TOTAL	140+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Parts of Hartford, Litchfield, Middlesex, New London and Tolland Counties

Rank in U.S. based on supermarket sales 1988: 41

	U.S.	CMSA* Total	Central City Hartford
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,343	$ 941
Food Store Sales (mil.)	$ 337,011	$ 1,706	$ 115
% of total retail sales	20.6%	18.3%	12.2%
Supermarket Sales (mil.)	$ 315,990	$ 1,603	$ --
% of Food Store Sales	93.8%	93.9%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,434.63	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,117.4	141.3
Total # of Hslds. (thous.)	92,294.6	416.9	55.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.0%	-- %
25 - 34 Years	22.5%	21.7%	-- %
35 - 44 Years	21.0%	21.7%	-- %
45 - 54 Years	15.0%	16.0%	-- %
55 - 64 Years	14.4%	15.7%	-- %
65 & Over	20.8%	20.0%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.9%	-- %
Two	32.3%	32.3%	-- %
Three	17.8%	18.0%	-- %
Four	15.1%	15.9%	-- %
Five	6.8%	7.0%	-- %
Six & Over	3.7%	3.0%	-- %
Average Household Size	2.69	2.68	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 17,914	$ 1,572
Per Capita EBI	$ 12,359	$ 16,032	$ 11,128
Median Household EBI	$ 24,488	$ 34,135	$ 19,470
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	11.2%	-- %
$10,000-$24,999	31.9%	24.1%	-- %
$25,000 & Over	49.0%	64.7%	-- %
Projected EBI % change 1993/88	+51.4%	+48.5%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.3%	-- %

* These figures cover the Consolidated Metropolitan Statistical area of Hartford, New Britain and Middletown, as well as Bristol.

42. MONMOUTH-OCEAN, NEW JERSEY - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		44.0%	
Pathmark	9	15.0	Own, Edison, NJ
A&P	12	12.0	Own, Edison, NJ
Grand Union	7	9.0	Own, Wayne, NJ
Acme	12	8.0	Own, Malverne, PA
VOLUNTARY &/OR COOP GROUPS:		55.0%	
Shop Rite	14	28.0	Wakefern Food Corp., Elizabeth, NJ
Food Town	31	27.0	Twin City Grocers, Edison, NJ
LEADING CONVENIENCE STORES:			
Cumberland Farms	49	*	Own, Canton, MA
Fresh Farms	1	*	na
Krauzer's	34	*	Own, Edison, NJ
Quick Chek	12	*	Own, Whitehouse, NJ
7-Eleven	37	*	Own, Willow Grove, PA
Wawa	9	*	Own, Wawa, PA
OTHER GROCERY STORES	na	1.0%	
TOTAL	227+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Asbury Park Press".

Market Area Covered:
Monmouth and Ocean Counties

Rank in U.S. based on supermarket sales 1988: 42

			Central Counties	
	U.S.	PMSA Total	Monmouth County	Ocean County
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 7,549	$ 4,324	$ 3,225
Food Store Sales (mil.)	$ 337,011	$ 1,711	$ 988	$ 723
% of total retail sales	20.6%	22.7%	22.9%	22.4%
Supermarket Sales (mil.)	$ 315,990	$ 1,563	$ --	$ --
% of Food Store Sales	93.8%	91.4%	-- %	--%
Supermarket Sales per capita	$ 1,274.56	$ 1,583.89	$ --	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	987.0	566.0	421.0
Total # of Hslds. (thous.)	92,294.6	375.9	206.4	169.5
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	3.0%	-- %	-- %
25 - 34 Years	22.5%	18.5%	-- %	-- %
35 - 44 Years	21.0%	21.2%	-- %	-- %
45 - 54 Years	15.0%	14.7%	-- %	-- %
55 - 64 Years	14.4%	14.7%	-- %	-- %
65 & Over	20.8%	27.8%	-- %	-- %
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	25.1%	-- %	-- %
Two	32.3%	32.2%	-- %	-- %
Three	17.8%	16.5%	-- %	-- %
Four	15.1%	15.3%	-- %	-- %
Five	6.8%	7.4%	-- %	-- %
Six & Over	3.7%	3.6%	-- %	-- %
Average Household Size	2.69	2.63	--	--
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 16,907	$ 10,194	$ 6,713
Per Capita EBI	$ 12,359	$ 17,129	$ 18,009	$ 15,946
Median Household EBI	$ 24,488	$ 33,742	$ 37,238	$ 29,956
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	11.1%	-- %	-- %
$10,000-$24,999	31.9%	25.8%	-- %	-- %
$25,000 & Over	49.0%	63.1%	-- %	-- %
Projected EBI % change 1993/88	+51.4%	+55.5%	-- %	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+39.8%	-- %	-- %

43. NORFOLK-VA. BEACH-NEWPORT NEWS, VIRGINIA - MSA

NORFOLK - VIRGINIA BEACH

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		48.5%	
Food Lion	32	33.0	Own, Salisbury, NC
7-Eleven (C)	106	8.0	Southland Distribution Center, Virginia Beach, VA
Super Fresh	15	7.5	A&P Distribution Center, Baltimore, MD
VOLUNTARY &/OR COOP GROUPS:		47.5%	
Farm Fresh	27	31.0	Richfoods, Richmond, VA
Be-Lo	26	7.5	Camellia Food Stores, Inc. Norfolk, VA
Gene Walter's Marketplace	10	6.0	Richfoods, Richmond, VA
Earles	7	3.0	Camellia Food Stores, Inc. Norfolk, VA
OTHER GROCERY STORES	205	4.0%	
TOTAL	428	100.0%	

(C) Convenience Stores

Note: Above information kindly provided by "The Virginian-Pilot/Ledger Star".

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NEWPORT NEWS

	*	**	
LEADING STORES:			
Be-Lo	6		Camellia Food Stores, Inc., Norfolk, VA
Earles	1		Camellia Food Stores, Inc. Norfolk, VA
Farm Fresh	14		Richfoods, Richmond, VA
Food Lion	4		Own, Salisbury, NC
Giant	3		na
Super Fresh (Sun)	7		Richfoods, Richmond, VA
OTHER GROCERY STORES	na		
TOTAL	35+		

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na not available

* In-house estimates.

**Share of Market Data in unobtainable.

Market Area Covered:
Gloucester, James City and York Counties

Rank in U.S. based on supermarket sales 1988: 43

			Central Cities	
	U.S.	MSA Total	Norfolk	Newport News
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,184	$ 2,054	$ 1,046
Food Store Sales (mil.)	$ 337,011	$ 1,634	$ 283	$ 174
% of total retail sales	20.6%	17.8%	13.8%	16.6%
Supermarket Sales (mil.)	$ 315,990	$ 1,563	$ 267	$ 166
% of Food Store Sales	93.8%	95.7%	94.3%	95.6%
Supermarket Sales per capita	$ 1,274.56	$ 1,139.14	$ 952.82	$ 999.68
POPULATION 1988 TOTAL (thous.)	247,920.3	1,372.3	280.2	166.0
Total # of Hslds. (thous.)	92,294.6	470.1	93.7	60.2
% Households by Age of Hsld. Head				
Under 25 Years	6.2%	7.9%	10.8%	9.1%
25 - 34 Years	22.5%	25.4%	24.9%	26.5%
35 - 44 Years	21.0%	23.4%	16.9%	21.8%
45 - 54 Years	15.0%	15.3%	13.3%	14.9%
55 - 64 Years	14.4%	13.6%	14.7%	13.6%
65 & Over	20.8%	14.4%	19.3%	14.0%
Number of Persons per Hsld.				
% by # of persons per hsld.				
One	24.3%	21.1%	32.4%	23.2%
Two	32.3%	31.0%	30.0%	31.9%
Three	17.8%	20.5%	17.8%	20.6%
Four	15.1%	16.6%	11.5%	15.3%
Five	6.8%	7.2%	5.6%	6.1%
Six & Over	3.7%	3.5%	2.8%	2.9%
Average Household Size	2.69	2.92	2.99	2.76
INCOME 1988				
Net EBI (mil.)	$3,064,006	$ 16,313	$ 3,036	$ 1,754
Per Capita EBI	$ 12,359	$ 11,[illegible]7	$ 10,836	$ 10,566
Median Household EBI	$ 24,488	$ 26,197	$ 20,381	$ 22,329
Household by EBI Groups				
% Distribution				
Under $10,000	19.1%	15.7%	22.0%	19.3%
$10,000-$24,999	31.9%	32.0%	38.0%	36.2%
$25,000 & Over	49.0%	52.3%	39.9%	44.5%
Projected EBI % change 1993/88	+51.4%	+55.7%	+39.5%	+52.5%
Projected average hsld. EBI % change 1993/88	+41.6%	+41.0%	+40.2%	+40.2%

44. ROCHESTER, NEW YORK - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		90.0%	
Wegman's Food Markets	25	60.0	Own, Rochester, NY
Tops	11	17.5	Niagara Frontier, Buffalo, NY
Bells	16	7.5	Peter J. Schmitt, Buffalo, NY
Apple's	6	5.0	Peter J. Schmitt, Buffalo, NY
VOLUNTARY &/OR COOP GROUPS:		5.0%	
Big M Supermarkets	17	3.5	P&C Foods, Syracuse, NY
Super Duper	12	1.5	S.M. Flickinger Co., Buffalo, NY
OTHER GROCERY STORES	na	5.0%	
TOTAL	87+	100.0%	

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na not available

Market Area Covered:
Livingston, Monroe, Ontario, Orleans and Wayne Counties

Rank in U.S. based on supermarket sales 1988: 44

	U.S.	MSA Total	Central City Rochester
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 6,705	$ 1,475
Food Store Sales (mil.)	$ 337,011	$ 1,587	$ 303
% of total retail sales	20.6%	23.7%	20.5%
Supermarket Sales (mil.)	$ 315,990	$ 1,507	$ --
% of Food Store Sales	93.8%	94.9%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,516.73	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	993.3	237.2
Total # of Hslds. (thous.)	92,294.6	368.9	99.1
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.1%	-- %
25 - 34 Years	22.5%	23.2%	-- %
35 - 44 Years	21.0%	21.5%	-- %
45 - 54 Years	15.0%	15.1%	-- %
55 - 64 Years	14.4%	14.3%	-- %
65 & Over	20.8%	19.9%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	24.7%	-- %
Two	32.3%	31.2%	-- %
Three	17.8%	17.5%	-- %
Four	15.1%	16.0%	-- %
Five	6.8%	7.2%	-- %
Six & Over	3.7%	3.4%	-- %
Average Household Size	2.69	2.69	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 13,377	$ 2,737
Per Capita EBI	$ 12,359	$ 13,468	$ 11,539
Median Household EBI	$ 24,488	$ 28,235	$ 19,876
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.1%	-- %
$10,000-$24,999	31.9%	29.0%	-- %
$25,000 & Over	49.0%	55.9%	-- %
Projected EBI % change 1993/88	+51.4%	+41.4%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+36.6%	-- %

45. ORLANDO, FLORIDA - MSA

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		79.0%	
Winn-Dixie	41	35.0	Own, Orlando, FL and Super Food Services Inc., Orlando, FL
Publix/Food World	34	27.0	Publix, Jacksonville and Lakeland, FL
Albertson's, Inc.	9	14.0	Super Food Service Inc., Orlando, FL
Xtra Super Food Center	1	2.0	Malone & Hyde Inc., Pompano Beach, FL
Military	1	1.0	Buy Direct
OTHER GROCERY STORES	na	21.0%	
TOTAL	86+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
Orange, Osceola and Seminole Counties

Rank in U.S. based on supermarket sales 1988: 45

	U.S.	MSA Total	Central City Orlando
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,131	$ 2,268
Food Store Sales (mil.)	$ 337,011	$ 1,576	$ 324
% of total retail sales	20.6%	19.4%	14.3%
Supermarket Sales (mil.)	$ 315,990	$ 1,492	$ --
% of Food Store Sales	93.8%	94.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,507.28	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	989.7	159.8
Total # of Hslds. (thous.)	92,294.6	379.1	63.6
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.4%	-- %
25 - 34 Years	22.5%	21.7%	-- %
35 - 44 Years	21.0%	21.2%	-- %
45 - 54 Years	15.0%	16.0%	-- %
55 - 64 Years	14.4%	14.5%	-- %
65 & Over	20.8%	20.2%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	22.3%	-- %
Two	32.3%	34.9%	-- %
Three	17.8%	17.9%	-- %
Four	15.1%	14.4%	-- %
Five	6.8%	6.2%	-- %
Six & Over	3.7%	3.3%	-- %
Average Household Size	2.69	2.61	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 12,438	$ 1,997
Per Capita EBI	$ 12,359	$ 12,567	$ 12,499
Median Household EBI	$ 24,488	$ 24,947	$ 21,613
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.2%	-- %
$10,000-$24,999	31.9%	33.9%	-- %
$25,000 & Over	49.0%	49.9%	-- %
Projected EBI % change 1993/88	+51.4%	+67.6%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+40.7%	-- %

46. BUFFALO, NEW YORK - PMSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		62.0%	
Tops	27	29.0	Scrivner/Flickinger, Buffalo, NY
Bells	13	12.0	Peter J. Schmitt, West Seneca, NY
Wegmans	4	12.0	Own, Rochester, NY
Super Duper	9	9.0	Scrivner/Flickinger, Buffalo, NY
LEADING CONVENIENCE STORES:			
Convenient Food Mart	33	*	Buffalo, NY**
Cumberland Farms	13	*	Canton, MA**
7-Eleven	17	*	Bedford Hills, NY**
OTHER GROCERY STORES	na	38.0%	
TOTAL	116+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent

**These are buying office locations.

Note: According to our source, Buffalo has experienced no changes since last year.

Market Area Covered:
Erie County

Rank in U.S. based on supermarket sales 1988: 46

	U.S.	PMSA Total	Central City Buffalo
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 6,110	$ 1,532
Food Store Sales (mil.)	$ 337,011	$ 1,595	$ 300
% of total retail sales	20.6%	26.1%	32.6%
Supermarket Sales (mil.)	$ 315,990	$ 1,441	$ --
% of Food Store Sales	93.8%	90.3%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,491.63	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	966.1	327.2
Total # of Hslds. (thous.)	92,294.6	360.0	135.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	4.8%	-- %
25 - 34 Years	22.5%	19.8%	-- %
35 - 44 Years	21.0%	19.0%	-- %
45 - 54 Years	15.0%	16.4%	-- %
55 - 64 Years	14.4%	17.0%	-- %
65 & Over	20.8%	22.9%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	24.7%	-- %
Two	32.3%	31.8%	-- %
Three	17.8%	17.5%	-- %
Four	15.1%	14.9%	-- %
Five	6.8%	7.3%	-- %
Six & Over	3.7%	3.8%	-- %
Average Household Size	2.69	2.68	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 11,282	$ 3,313
Per Capita EBI	$ 12,359	$ 11,678	$ 10,125
Median Household EBI	$ 24,488	$ 24,112	$ 16,551
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	20.1%	-- %
$10,000-$24,999	31.9%	31.7%	-- %
$25,000 & Over	49.0%	48.3%	-- %
Projected EBI % change 1993/88	+51.4%	+36.5%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+36.7%	-- %

47. PORTLAND, OREGON - PMSA

	No. of Stores	% of Shoppers*	Principal Supplier
LEADING STORES:		88.6%	
Safeway	30	22.1	Own, Clackamas, OR
Fred Meyer	25	21.5	Own, Portland, OR
Thriftway	30	14.6	United Grocers, Inc., Portland, OR
Albertson's	16	11.5	West Coat Grocery, Portland, OR
Kienow's	14	4.8	United Grocers, Inc., Portland, OR
Sentry	14	3.5	United Grocers, Inc., Portland, OR
Food 4 Less	3	3.1	Fleming Food Co., Portland, OR
Waremart	2	3.0	West Coast Grocery, Tigard, OR
Cub Food	2	2.3	West Coast Grocery, Salem, OR
IGA	2	2.2	Fleming Food Co., Portland, OR
OTHER GROCERY STORES	na	11.4%	
TOTAL	138+	100.0%	

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na not available

* These figures are estimates; percent of shoppers based on total number of customer visits to each particular store.

Market Area Covered:
Clackamas, Multnomah, Washington and Yamhill Counties

Rank in U.S. based on supermarket sales 1988: 47

	U.S.	PMSA Total	Central City Portland
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 8,945	$ 4,113
Food Store Sales (mil.)	$ 337,011	$ 1,483	$ 537
% of total retail sales	20.6%	16.6%	13.1%
Supermarket Sales (mil.)	$ 315,990	$ 1,402	$ --
% of Food Store Sales	93.8%	94.6%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,188.77	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,179.31	448.2
Total # of Hslds. (thous.)	92,294.6	469.2	200.8
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	7.0%	-- %
25 - 34 Years	22.5%	26.1%	-- %
35 - 44 Years	21.0%	21.4%	-- %
45 - 54 Years	15.0%	13.1%	-- %
55 - 64 Years	14.4%	12.8%	-- %
65 & Over	20.8%	19.6%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	26.3%	-- %
Two	32.3%	34.9%	-- %
Three	17.8%	16.6%	-- %
Four	15.1%	14.2%	-- %
Five	6.8%	5.6%	-- %
Six & Over	3.7%	2.5%	-- %
Average Household Size	2.69	2.51	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 15,529	$ 5,739
Per Capita EBI	$ 12,359	$ 13,168	$ 12,804
Median Household EBI	$ 24,488	$ 26,430	$ 21,255
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	15.9%	-- %
$10,000-$24,999	31.9%	31.6%	-- %
$25,000 & Over	49.0%	52.5%	-- %
Projected EBI % change 1993/88	+51.4%	+59.0%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+51.2%	-- %

48. OKLAHOMA CITY, OKLAHOMA - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		37.0%	
Safeway/Homeland	25	23.0	Own, Oklahoma City, OK
Skagg's Alpha Beta	6	10.0	Waples-Platter Co., Ft. Worth, TX
Super Thrift	5	4.0	Scrivner Inc., Oklahoma City, OK
Circle K (C)	88	*	na
7-Eleven (C)	101	*	na
VOLUNTARY &/OR COOP GROUPS:		12.0%	
IGA	26	11.0	Fleming Co., Oklahmoma City, OK
Rudy's/Best Yet	3	1.0	Scrivner, Inc., Oklahoma City, OK
LEADING INDEPENDENTS:		45.0%	
Crest	2	9.0	Scrivner, Inc., OK City, OK
Pratt's	4	9.0	Scrivner, Inc., OK City, OK
Buy for Less	4	7.0	Scrivner, Inc., OK City, OK
Food For Less	1	3.0	na
Sam's Wholesale Club	4	3.0	Wal-Mart, Bentonville, AR
Snyders	3	3.0	Fleming Co., OK City, OK
Tinker Field Commissary	1	3.0	Buy Direct
Buchanan	5	2.0	Fleming Co., OK City, OK
Grider Foods	2	2.0	Scrivner Inc., OK City, OK
Brannon's	2	1.0	Fleming Co., OK City, OK
Kennard's	1	1.0	Scrivner Inc., OK City, OK
United	1	1.0	na
Warehouse Market	1	1.0	na
Buerger Brothers	1	*	Fleming Co., OK City, OK
Whittaker's	2	*	na
OTHER GROCERY STORES	na	6.0%	
TOTAL	288+	100.0%	

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na not available
(C) Convenience Stores
* Included in "Other Grocery Stores" percent.

Market Area Covered:
Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties

Rank in U.S. based on supermarket sales 1988: 48

	U.S.	MSA Total	Central City Oklahoma City
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 7,378	$ 3,960
Food Store Sales (mil.)	$ 337,011	$ 1,441	$ 609
% of total retail sales	20.6%	19.5%	15.4%
Supermarket Sales (mil.)	$ 315,990	$ 1,393	$ --
% of Food Store Sales	93.8%	96.7%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,416.07	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	983.8	437.7
Total # of Hslds. (thous.)	92,294.6	377.6	179.4
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	8.6%	-- %
25 - 34 Years	22.5%	24.6%	-- %
35 - 44 Years	21.0%	21.3%	-- %
45 - 54 Years	15.0%	14.6%	-- %
55 - 64 Years	14.4%	12.6%	-- %
65 & Over	20.8%	18.3%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	24.8%	-- %
Two	32.3%	33.8%	-- %
Three	17.8%	17.9%	-- %
Four	15.1%	15.2%	-- %
Five	6.8%	5.9%	-- %
Six & Over	3.7%	2.5%	-- %
Average Household Size	2.69	2.61	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 10,070	$ 4,667
Per Capita EBI	$ 12,359	$ 10,236	$ 10,662
Median Household EBI	$ 24,488	$ 20,239	$ 19,021
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	22.7%	-- %
$10,000-$24,999	31.9%	37.7%	-- %
$25,000 & Over	49.0%	39.6%	-- %
Projected EBI % change 1993/88	+51.4%	+56.0%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+44.8%	-- %

49. ALBANY-SCHENECTADY-TROY - MSA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		68.1%	
Price Chopper	25	28.8	Own, Schenectady, NY
Grand Union	29	23.1	Own, Waterford, NY
Great American/Victory	11	6.6	Own, Norwich, NY
Shop & Save	4	4.1	Hannaford Bros., Portland, ME
Star Markets	8	3.7	Own, Albany, NY
Edwards	1	1.8	Frist National Supermarkets, Windsor Locks, CT
OTHER GROCERY STORES	na	31.9%	
TOTAL	78+	100.0%	

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na not available

Note: Above information kindly provided by New York's Capital Newspapers.

Market Area Covered:
Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties

Rank in U.S. based on supermarket sales 1988: 49

	U.S.	MSA Total	Central City Albany
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 6,254	$ 844
Food Store Sales (mil.)	$ 337,011	$ 1,480	$ 176
% of total retail sales	20.6%	23.7%	20.9%
Supermarket Sales (mil.)	$ 315,990	$ 1,381	$ --
% of Food Store Sales	93.8%	93.3%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,609.69	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	857.7	98.1
Total # of Hslds. (thous.)	92,294.6	325.0	41.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	5.3%	-- %
25 - 34 Years	22.5%	21.2%	-- %
35 - 44 Years	21.0%	19.3%	-- %
45 - 54 Years	15.0%	15.0%	-- %
55 - 64 Years	14.4%	15.5%	-- %
65 & Over	20.8%	23.7%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	25.7%	-- %
Two	32.3%	32.0%	-- %
Three	17.8%	17.3%	-- %
Four	15.1%	14.7%	-- %
Five	6.8%	6.8%	-- %
Six & Over	3.7%	3.5%	-- %
Average Household Size	2.69	2.64	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 11,191	$ 1,280
Per Capita EBI	$ 12,359	$ 13,048	$ 13,050
Median Household EBI	$ 24,488	$ 25,930	$ 20,333
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.2%	-- %
$10,000-$24,999	31.9%	32.1%	-- %
$25,000 & Over	49.0%	51.7%	-- %
Projected EBI % change 1993/88	+51.4%	+42.1%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+36.7%	-- %

50. INDIANAPOLIS, INDIANA - MSA

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		92.8%	
Kroger	34	28.5	Own, Indianapolis, IN
Marsh Supermarkets	30	25.5	Own, Indianapolis, IN
Cub Foods	4	14.9	Food Marketing Co., Indianapolis, IN
Preston Safeway Markets	26	11.7	Allied Grocers of Indiana, Indianpolis, IN
O'Malia Food Markets	9	6.0	Scot Lad Foods, Noblesville, IN
7-Eleven	6	2.3	Grocers Supply Co., Indianpolis, IN
Mr. D's	5	2.2	Wetterau, Bloomington, IN
IGA	35	1.7	Wetterau, Bloomington, IN
Aldi Inc.	3	**	Own, Batavia, IL
Military	1	**	Buy Direct
OTHER GROCERY STORES	na	7.2%	
TOTAL	153+	100.0%	

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na not available

* In-house estimates.

** Included in "Other Grocery Stores" percent.

Market Area Covered:
Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties

Rank in U.S. based on supermarket sales 1988: 50

	U.S.	MSA Total	Central City Indianapolis
RETAIL SALES 1988 TOTAL (mil.)	$1,637,751	$ 9,051	$ 6,438
Food Store Sales (mil.)	$ 337,011	$ 1,431	$ 931
% of total retail sales	20.6%	15.8%	13.7%
Supermarket Sales (mil.)	$ 315,990	$ 1,371	$ --
% of Food Store Sales	93.8%	95.8%	-- %
Supermarket Sales per capita	$ 1,274.56	$ 1,102.35	$ --
POPULATION 1988 TOTAL (thous.)	247,920.3	1,243.4	733.2
Total # of Hslds. (thous.)	92,294.6	466.3	287.5
% Households by Age of Hsld. Head			
Under 25 Years	6.2%	6.8%	-- %
25 - 34 Years	22.5%	24.0%	-- %
35 - 44 Years	21.0%	21.8%	-- %
45 - 54 Years	15.0%	15.5%	-- %
55 - 64 Years	14.4%	13.8%	-- %
65 & Over	20.8%	18.0%	-- %
Number of Persons per Hsld.			
% by # of persons per hsld.			
One	24.3%	23.2%	-- %
Two	32.3%	32.1%	-- %
Three	17.8%	18.4%	-- %
Four	15.1%	16.0%	-- %
Five	6.8%	6.9%	-- %
Six & Over	3.7%	3.4%	-- %
Average Household Size	2.69	2.67	--
INCOME 1988			
Net EBI (mil.)	$3,064,006	$ 15,124	$ 9,092
Per Capita EBI	$ 12,359	$ 12,163	$ 12,400
Median Household EBI	$ 24,488	$ 25,690	$ 24,492
Household by EBI Groups			
% Distribution			
Under $10,000	19.1%	16.5%	-- %
$10,000-$24,999	31.9%	32.1%	-- %
$25,000 & Over	49.0%	51.4%	-- %
Projected EBI % change 1993/88	+51.4%	+53.5%	-- %
Projected average hsld. EBI % change 1993/88	+41.6%	+45.5%	-- %

REMAINING MARKETS
(MSAS, PMSAS)
ARRANGED BY STATE AND CITY
INCLUDING CANADA

ANNISTON - MSA

Calhoun County

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food World	2		Bruno's, Birmingham, AL
Super Valu Stores	2		Own, Anniston, AL
Valu Foods	2		na
Warehouse Grocery	3		Own, Birmingham, AL
Winn-Dixie	6		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	15+		

BIRMINGHAM - MSA

Blout, Jefferson, St. Clair, Shelby and Walker Counties

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Bruno's Food & Pharmacy	2		Own, Birmingham, AL
Food Center	11		Assoc. Groc. of Ala., Birmingham, AL
Food Max	4		Own, Birmingham, AL
Food Town	1		Assoc. Groc. of Ala., Birmingham, AL
Food World/Consumer Warehouse	12		Bruno's, Birmingham, AL
Piggly Wiggly	7		Assoc. Groc. of Ala., Birmingham, AL
Western	14		Super Valu, Anniston, AL
Winn Dixie	20		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	71+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

DOTHAN - MSA

Dale and Houston Counties	No of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	1		Bruno's, Birmingham, AL
Bruno's	1		Own, Birmingham, AL
Dixie Dandy	1		Fleming Foods of AL, Inc., Geneva, AL
Food World	2		Own, Birmingham, AL
IGA	5		Graves Co., Demopolis, AL
Piggly Wiggly	3		Own, Birmingham, AL
Winn Dixie	2		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FLORENCE - MSA

Colbert and Lauderdale Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Big Star	5		Own, Huntsville, AL
Consumer's Warehouse	1		Bruno's, Birmingham, AL
Food World	2		Bruno's, Birmingham, AL
Jitney Jungle	4		na
Shop Rite	8		Mitchell Groc. Corp. Albertville, AL
Wilson's	3		na
Winn Dixie	2		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

GADSDEN - MSA

Etowah County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Burton's Wholesale	2		Assoc. Grocer of AL, Birmingham AL
Food World	3		Own, Birmingham, AL
Gregerson's	3		Super Valu, Anniston, AL
Winn Dixie	2		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

HUNTSVILLE - MSA

Madison County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		83.0%	
Food World	4	26.0	Own, Birmingham, AL
Kroger	4	23.0	Own, Nashville, TN
Winn Dixie	6	13.0	Own, Atlanta, GA
Bruno's	3	7.0	Own, Birmingham, AL
Piggly Wiggly	3	6.0	Own, Birmingham, AL
Lucky's	3	5.0	Harvey Ragland Co., Inc. Birmingham, AL
Big Brothers	2	2.0	na
Star Market	1	1.0	na
CONVENIENCE STORES	na	5.0%	
OTHER GROCERY STORES (Including Independents)	na	12.0%	
TOTAL	26+	100.0%	

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na not available
Note: Above information kindly provided by "The Huntsville Times".

MOBILE - MSA

Baldwin and Mobile Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		95.0%	
Delchamps	25	37.0	Own, Mobile, AL
Food World	10	18.0	Own, Birmingham, AL
Greer's	19	15.0	Own, Mobile, AL
Winn Dixie	11	15.0	Own, Montgomery, AL
A&P	4	5.0	Own, New Orleans, LA
Bruno's	1	2.0	Own, Birmingham, AL
Food 4 Less	1	2.0	Fleming Foods, Inc., Geneva, AL
United Supermarkets	1	1.0	Own, Pensacola, FL
OTHER GROCERY STORES (Including Independents and Convenience Stores)	na	5.0%	
TOTAL	72+	100.0%	

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na not available

Note: According to our source, Mobile has experienced no changes since last year.

MONTGOMERY - MSA

Autauga, Elmore, and Montgomery Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Birmingham, AL
Big Bear/Super Foods	8		Hudson-Thompson, Montgomery, AL
Bruno's	2		Own, Birmingham, AL
County Market	1		na
Family Mart	1		na
Food World	3		Own, Birmingham, AL
IGA	2		Graves Co., Demopolis, AL
Jr. Food Mart (C)	6		Own, Jackson, MS
Southern Pantry	6		na
Spectrum	10		na
Winn Dixie	10		Own, Montgomery, AL
Zippy Mart (C)	11		na
OTHER GROCERY STORES	na		
TOTAL	62+		

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na not available

(C) Convenience stores

* In-house estimates.

**Share of Market Data is unobtainable.

TUSCALOOSA - MSA

Tuscaloosa County	No. of Stores	% of Total Adults Who Shopped*	Principal Supplier
LEADING STORES:		91.0%	
Food World	2	15.0	Own, Birmingham, AL
Delchamp's	2	14.0	Own, Mobile, AL
Kroger	2	14.0	Own, Memphis, TN
Winn Dixie	3	14.0	Own, Montgomery, AL
Food Max	1	13.0	Own, Birmingham, AL
Bruno's	6	11.0	Own, Birmingham, AL
Consumer Warehouse	2	7.0	Own, Birmingham, AL
A&P	1	3.0	Own, Atlanta, GA
LEADING CONVENIENCE STORES:			
Associated Grocers	1	**	Own, Birmingham, AL
Buddy's Food Mart	4	**	Stewart King & McKenzie, Selma, AL
Circle C	5	**	Lewis Grocer Co., Indianola, MS
Speedway	7	**	Hudson-Thompson, Montgomery, AL
Sunshine Jr. Stores	4	**	na
Wyatt Oil Store	3	**	Stewart King & McKenzie, Selma, AL
LEADING INDEPENDENTS:		4.0%	
Food King	1	3.0	na
Northgate Foods	1	1.0	na
OTHER GROCERY STORES	na	5.0%	
TOTAL	45+	100.0%	

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na not available

* Based on the following: "In the past seven days, where have you shopped most?"

** Included in "Other Grocery Stores" percent.

ALASKA

ANCHORAGE - MSA

Anchorage Borough	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Carr's	9		J.B. Gottstein, & Co., Inc. Anchorage, AK
Foodland	3		J.B. Gottstein, & Co., Inc. Anchorage, AK
Prairie Market	2		J.B. Gottstein, & Co., Inc. Anchorage, AK
Proctor's	1		na
Safeway	6		Own, Bellevue, WA
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ARIZONA

TUCSON- MSA

Pima County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		87.0%	
ABCO	23	33.0	Fleming Co. Inc., Phoenix, AZ
Fry's	10	23.0	Kroger Co., Phoenix, AZ
Safeway	15	15.0	Own, Tempe, AZ
Smith	4	13.0	Own, Layton, UT
Bayless	4	3.0	Fleming Co., Inc. Phoenix, AZ
INDEPENDENTS	21	11.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	77+	100.0%	

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na not available
* In-house estimates.

FAYETTEVILLE-SPRINGDALE - MSA

Washington County

FAYETTEVILLE

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Consumer's Discount Foods	1		Own, Springfield, MO
Consumer's IGA	4		Rand, Little Rock, AR
Dillon's Thriftmart	2		Own, Springdale, AR
Food 4 Less	2		Own, Bentonville, AR
7-Eleven (C)	2		na
Speedimart	6		na
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
(C) Convenience Stores

- -

SPRINGDALE

	*	**	
GROCERY STORES:			
Consumer's	1		Own, Springfield, MO
Food 4 Less	1		Affiliated, Little Rock, AR
Harp's	1		Assoc. Grocers, Springdale, AR
IGA	1		na
OTHER GROCERY STORES	na		
TOTAL	4+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FORT SMITH-AR-OK - MSA

Crawford and Sebastian Counties, AR
Sequoyah County, OK

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	1		Rand, Little Rock, AR
IGA Thriftway	1		Rand, Little Rock, AR
Kroger	3		Own, Little Rock, AR
Miligram's	6		na
Safeway	3		Own, Tulsa, OK
Winston IGA	3		Affiliated, Little Rock, AR
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LITTLE ROCK-NORTH LITTLE ROCK - MSA

Faulkner, Lonoke, Pulaski and Saline Counties	No. of Stores	% of Food Shoppers*	Principal Supplier
LEADING CHAINS:		93.0%	
Kroger	8	32.0	Own, Little Rock, AR
Safeway	14	23.0	Own, Little Rock, AR
Food-For-Less	4	20.0	na
Skaggs/Alpha Beta	3	11.0	Skaggs, Dallas, TX
Food King	1	2.0	B. Hudson, North Little Rock, AR
Harry's Market	1	2.0	na
Sam's Wholesale	1	2.0	na
Any IGA Store	na	1.0	Rands, Little Rock, AR
Food Town	1	**	na
OTHER GROCERY STORES	na	7.0%	
TOTAL	33+	100.0%	

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na not available
* Based on the following question: "Where did you spend the majority of your food dollars over the past seven days?"
** Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The (Little Rock) Arkansas Gazette".

PINE BLUFF - MSA

Jefferson County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Country Market	2		na
Food King	1		Own, Houston, TX
IGA	4		Rand, Little Rock, AR
In & Out Convenience	34		na
Mad Butcher	1		Own, Pine Bluff, AR
Price Chopper	1		na
Safeway	4		Own, Little Rock, AR
OTHER GROCERY STORES	na		
TOTAL	47+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

CALIFORNIA

BAKERSFIELD - MSA

Kern County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	3		Own, Fullerton, CA
Alpha Beta	3		Own, La Habra, CA
Arden	2		na
Circle K (C)	22		A.M. Lewis, Northridge, CA
Jiffy	4		na
Safeway	13		Own, Santa Fe Springs, NM
7-Eleven	22		A.M. Lewis, Northridge, CA
Vons	5		Own, El Monte, CA
Youngs	2		Certified Grocers of CA, Los Angeles, CA
OTHER GROCERY STORES	na		
TOTAL	76+		

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na not available
(C) Convenience stores
* In-house estimates.
** Share of Market Data is unobtainable.

CHICO - MSA

Butte County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Fullerton, CA
Food World	1		United Grocers, Sacramento, CA
Holiday	3		Market Wholesale, Fresno, CA
Lucky	1		Own, Sacramento, CA
Raley's	1		United Grocers, Sacramento, CA
Safeway	3		Own, San Francisco, CA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FRESNO - MSA

Fresno County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		34.0%	
Save Mart	16	20.0	Fleming Co., Inc., Modesto, CA
Pak 'n Save	1	6.0	Fleming Co., Inc., South San Francisco, CA
Safeway	5	5.0	Own, Freemont, CA
Nickles Payless	1	2.0	Fleming Co., Inc., Visalia, CA
Mayfair/El Rancho	1	1.0	Certified Grocers of Calif., City of Commerce, CA
INDEPENDENTS	60	44.0%	Various
OTHER GROCERY STORES	na	22.0%	
TOTAL	84+	100.0%	

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na not available
* In-house estimates.

MERCED - MSA

Merced County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Lucky's	1		Own, San Leandro, CA
New Deal Markets	2		Market Wholesale, Modesto, CA
Save Mart	5		Market Wholesale, Modesto, CA
OTHER GROCERY STORES:	na		
TOTAL	8+		

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na not available
* Share of Market Data is unobtainable.

MODESTO - MSA

Stanislaus County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Angelo's	2		Own, Sacramento, CA
Food 4 Less	2		Fleming Foods of CA., Inc., Fremont, CA
Lucky	4		Own, San Leandro, CA
New Deal	8		Market Wholesale Grocery Co., Modesto, CA
Raley's	2		Fleming Foods of CA, Inc., Sacramento, CA
Richland	2		Market Wholesale Grocery Co., Modesto, CA
Sam's Food City	1		Market Wholesale Grocery Co., Modesto, CA
Sav Mor	5		Market Wholesale Grocery Co., Modesto, CA
Save Mart	8		Fleming Foods of CA., Inc., Fremont, CA
OTHER GROCERY STORES	na		
TOTAL	34+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

OXNARD-VENTURA - PMSA

Ventura County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		92.0%	
Von's	19	25.0	Own, Los Angeles, CA
Alpha Beta	3	22.0	Own, La Habra, CA
Lucky	3	18.0	Own, Sacramento, CA
Albertson's	1	10.0	Fleming Foods, Fremont, CA
Ralph's	3	10.0	Own, Compton, CA
Hughes	2	7.0	Certified Grocers of CA, Los Angeles, CA
Mayfair	1	*	na
LEADING INDEPENDENTS:		1.0%	
Johnsons Farms	1	1.0	Certified Grocers of CA, Los Angeles, CA
B & D Markets	1	*	na
B-Z Avenue Market	1	*	na
Bayless Market	1	*	na
Dahl's Market	1	*	na
Francos Santon Cruz Markets	3	*	na
Joe's Market	1	*	na
Ken's Markets	1	*	na
Mercado La Plaza	2	*	Certified Grocers of CA, Los Angeles, CA
Noren's	1	*	na
Tradewinds	1	*	na
LEADING CONVENIENCE STORES:			
7-Eleven	5	*	Own, San Francisco, CA
Stop N' Go	7	*	na
OTHER GROCERY STORES	na	7.0%	
TOTAL	58+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Ventura County Star-Free Press", and another source who prefers to remain annonymous.

REDDING - MSA

Shasta County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Fleming Foods, Freemont, CA
Better Buy	2		United Grocers, Sacramento, CA
Holiday	3		Market Wholesale, Fresco, CA
Raley's	1		United Grocers, Sacramento, CA
Safeway	4		Own, Sacramento, CA
Shasta View Market	7		United Grocers, Sacramento, CA
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SALINAS-SEASIDE-MONTEREY - MSA

Monterey County	No. of Stores	SALINAS* % of Market Share**	Principal Supplier
LEADING CHAINS:			
Alpha Beta	2		Own, La Habra, CA
Lucky Stores	2		Own, San Leandro, CA
Nob Hill	2		Fleming Foods, Fremont, CA
Quick Stop Market (C)	5		McLane, Merced, CA
Safeway Stores	2		Own, Oakland, CA
7-Eleven (C)	7		Southland Corp., Dallas, TX
LEADING INDEPENDENTS:			
Fairway Mart	2		na
Monte Mart Grocery Warehouse	1		Albertson's, Boise, ID
Star Market	1		Market Wholesale, Modesto, CA
OTHER GROCERY STORES:			
Amigo Market	1		na
Asian Market	1		na
Broadway Market	1		na
C & C Market	1		na
California Market	1		na
Corner Market	1		na
Coral De Tierra Store	1		na
E Z Market	1		na
El Charrito Market	1		na
Express Mart (C)	1		na
Gin's Super Market	1		na
Glenn's General Store	1		na
Hong's Oriental Market	1		na
Hot Stop Food Store (C)	1		na
Mayfair Market	1		na
Mid Town Market	1		na
Moses Market	1		na
Oak Park Food Service	1		na
101 Mini Mart (C)	1		na
One Stop Market (C)	1		na
Palace Super Market	1		na
Pilipino Oriental Foods	1		na
Quality Market	1		na
Quik Mart	1		na
River Road Market	1		na
Rodeo Grocery	1		na
Salinas	1		na
Sun Market	1		na
Tokyo Oriental Foods	1		na
Tony's Market	1		na
Village Market	1		na
Villa Lobos Market	2		na
TOTAL	57		

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na not available (C) Convenience Stores

* Info. above also covers North County cities of Castroville and unincorp., Prunedale.

**Share of Market Data unobtainable.

Note: Above information kindly provided by "The Salinas Californian" and another source who prefers to remain anonymous.

SALINAS-SEASIDE-MONTEREY - MSA (continued)

MONTEREY*

	No. of Stores	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Own, Boise, ID
Alpha Beta	1		Own, La Habra, CA
Lucky	2		Own, San Leandro, CA
Monte Mart-Grocery Warehouse	1		Own, Boise, ID
Nob Hill	1		Own, Gilroy, CA
Safeway	5		Own, Oakland, CA
INDEPENDENTS:			
Bi Rite Market	1		na
Bruno's Market	1		na
Carmel Valley Market	1		na
Grove Market	1		na
Hill Top Market	1		na
Hiway Liquor & Grocery	1		na
Indian Oriental	1		na
Kasey's	1		na
Kim's Market	1		na
Lighthouse Produce	1		na
Mals Market	1		na
Monterey Market	1		na
Monte Vista Market	1		na
Neilson Brothers Market	1		na
Seaside Market	1		na
Sunrise Market	1		na
Valnizzas Market	1		na
Valu Mart	1		na
Vietnam Market	1		na
CONVENIENCE STORES:			
Corner Store No. 3	1		na
Quick Stop	1		na
7-Eleven	4		na
TOTAL	36		

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na not available

* Information above also covers the cities of Carmel, Carmel Valley, Marina, Pacific Grove and Seaside.

** Share of Market Data is unobtainable.

SANTA BARBARA-SANTA MARIA-LOMPOC - MSA

Santa Barbara County	No. of Stores	% of Market Share	Principal Supplier
		SANTA BARBARA	
LEADING STORES:		*	
Albertson's	1		Own, Brea, CA
Alpha Beta	1		Own, La Habra, CA
Foodland	1		na
Lucky's	5		Own, Buena Park, CA
Santa Cruz	2		Certified Grocers, Los Angeles, CA
Vons	6		Own, El Monte, CA
Williams Bros.	1		na
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* Share of Market Data is unobtainable.

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SANTA MARIA

GROCERY STORES:	*	**	
Lucky	3		Own, Buena Park, CA
Safeway	1		Own, Downey, CA
Williams Bros.	4		Certified Grocers, Los Angeles, CA
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

- -

LOMPOC

GROCERY STORES:	*	**	
Commissary (Vanderberg Air Force Base)	1		Buy Direct
Lucky	1		Own, Buena Park, CA
William Bros.	3		Certified Grocers, Los Angeles, CA
OTHER GROCERY STORES:			
TOTAL	4+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SANTA CRUZ - PMSA

Santa Cruz County	No. of Stores*	% of Market Share**	Principal Supplie
GROCERY STORES:			
Albertson's	2		Own, San Leandro, CA
Alpha Beta	2		Own, Milpitas, CA
Lucky	2		Own, Fremont, CA
Nob Hill	2		Own, Gilroy, CA
Safeway	6		Own, Fremont, CA
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

SANTA ROSA-PETALUMA - PMSA

Sonoma County	No. of Stores	% of Shoppers*	Principal Supplier
LEADING STORES:		77.0%	
Safeway	7	25.0	Own, Fremont, CA
Lucky	4	14.0	Own, San Leandro, CA
Albertson's	4	12.0	Fleming, Fremont, CA
Alpha Beta	3	6.0	Fleming, Fremont, CA
Food 4 Less	1	6.0	Fleming, Fremont, CA
Raley's	2	6.0	Fleming, Sacramento, CA
G&G Super	1	4.0	na
A&B	1	2.0	na
Costco	1	1.0	na
Petrini	1	1.0	Own, San Francisco, CA
OTHER GROCERY STORES	na	23.0%	
TOTAL	25+	100.0%	

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na not available

* Based on the following question: "At what store did you buy most of your groceries last week?"

Note: Above information kindly provided by "The Santa Rosa Press Democrat".

STOCKTON - MSA

San Joaquin County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Bank	3		na
Food 4 Less	1		Nash Finch, Denver, CO
Frys	4		Own, El Sabrante, CA
Lucky Stores	2		na
Pak N Save	1		na
Safeway	2		Own, Sacramento, CA
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Big T Supermarkets	4		na
LEADING INDEPENDENTS:			
Big Value	1		United Grocers, Sacramento, CA
Centromart	9		Market Wholesale, Modesto, CA
Don Quick Stores	1		Own, Houston, TX
Giant Save	1		Market Whls., Modesto, CA
Podestos	1		na
Save Mart	3		United Grocers Ltd., Sacramento, CA
Segarinis	1		United Grocers Ltd., Sacramento, CA
LEADING CONVENIENCE STORE CHAINS:			
AM PM Mini Markets	24		na
Circle K	3		na
Quik Stop Markets	5		United Grocers Ltd., Sacramento, CA
7-Eleven	7		na
TOTAL	73		

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na not available
* Share of Market Data is unobtainable.

VALLEJO-FAIRFIELD-NAPA - PMSA

Napa and Solano Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	2		Fleming, Fremont, CA
Alpha Beta	1		Fleming, Milpitas, CA
Farmer's Market	1		Market Wholesale, Napa, CA
Food Fair	2		na
Fry's	1		Own, El Sabrante, CA
Lucky's	4		Own, San Leandro, CA
Raley's	2		Market Wholesale, Napa, CA
Safeway	6		Own, Fremont, CA
Vallerga's	3		Market Wholesale, Napa, CA
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
* Share of Market Data is unobtainable.

VISALIA-TULARE-PORTERVILLE - MSA

Tulare County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:			
Alpha Beta	1		Own, Sacramento, CA
Best Buy Market	1		Nickel's Payless, Visalia, CA
Budget Foods	1		na
Fairway	3		na
Food 4 Less	1		Junito Market, Inc., Sacramento, CA
Food King	1		na
Lucky	1		Own, San Leandro, CA
Save Mart	3		Certified Grocers, Los Angeles, CA
Smith's	1		na
Town & Country	1		na
Von's	1		Own, Los Angeles, CA
Young's	3		Certified Grocers, Los Angeles, CA
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
* Share of Market Data is unobtainable.

YUBA CITY - MARYSVILLE - MSA

Sutter and Yuba Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		40.0%	
Food 4 Less	1	20.0(e)	Fleming, Fremont, CA
Raleys	1	20.0(e)	Fleming, Fremont, CA
Holiday Markets	2	*	Market Wholesale, Fresno, CA
Lucky Markets	2	*	Own, San Leandro, CA
Safeway	1	*	Own, Fremont, CA
INDEPDENTS:			
E-Z Stop Market	1	*	na
Kings Supermarket	1	*	na
Lim Hall's Family Market	1	*	na
Mike's Food Market	1	*	na
Mr. Paul's Market	1	*	na
Olivehurst Market	1	*	na
Park Grocery	1	*	na
Percy Avenue Grocery Store	1	*	na
Stop n'Save Market	1	*	na
Warren's Market	1	*	na
Wilbur Market	1	*	na
CONVENIENCE STORES:			
Jack Pot Food Mart	1	*	na
Jiffy Food Store	3	*	na
7-Eleven	6	*	na
TOTAL	28	--	

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na not available
(e) estimated
* Share of Market Data is unobtainable.
Note: Above information kindly provided by "The Yuba-Sutter Appeal-Democrat".

BOULDER-LONGMONT - PMSA

BOULDER

Boulder County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
King Soopers	3	30.0	Own, Denver, CO
Safeway	2	26.0	Own, Denver, CO
Albertson's	1	15.0	McLane Western, Denver, CO
Duffy's IGA	1	3.0	na
7-Eleven (C)	7	*	McLane Western, Denver, CO
LEADING INDEPENDENTS:		7.0%	
Alfelfa's Pearl St. Market	2	7.0	Assoc. Grocers, Denver, CO
Bova's Pantry	1	*	Assoc. Grocers, Denver, CO
Cornucopia	1	*	Assoc. Grocers, Denver, CO
Country Store	1	*	Assoc. Grocers, Denver, CO
Ideal	1	*	Assoc. Grocers, Denver, CO
North Village Market	1	*	Affiliated Foods, Norfolk, NE
Ray's	1	*	Meats Only-Swifts, Denver, CO
Steel's	1	*	Assoc. Grocers, Denver, CO
OTHER GROCERY STORES	na	19.0%	
TOTAL	23+	100.0%	

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na not available
*Included in "Other Grocery Stores" percent.
Note: Boulder has experienced no changes since last year. Above information kindly provided by "The Boulder Daily Camera".

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LONGMONT

LEADING STORES:		*	
Albertson's	1		McLane Western, Denver, CO
Corner Pantry	1		na
King Sooper	1		Own, Denver, CO
Safeway	3		Own, Denver, CO
Super Saver	1		na
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
*Share of Market Data is unobtainable.

COLORADO SPRINGS - MSA

El Paso County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	6		Own, Denver, CO
King Soopers	8		Own, Denver, CO
Safeway	9		Own, Denver, CO
LEADING CONVENIENCE STORE CHAINS:			
Circle K	6		McLane Western, Denver, CO
Kwik Way Stores	13		Super Valu, Denver, CO
Loaf 'n Jug	16		McLane Western, Denver, CO
7-Eleven	55		McLane Western, Denver, CO
LEADING INDEPENDENTS:			
Babe's Market	3		Super Valu, Denver, CO
Black Forest Stores	1		Super Valu, Denver, CO
Circle Super	1		City Market, Grand Junction, CO
City Supers	1		Super Valu, Denver, CO
Cubs	2		Super Valu, Denver, CO
Sax	1		Nash Finch, Denver, CO
Simms Super	1		Super Valu, Denver, CO
OTHER GROCERY STORES	na		
TOTAL	123+		

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na not available
* Share of Market Data is unobtainable.

FORT COLLINS-LOVELAND - MSA

Larimer County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		99.0%	
King Soopers	3	29.0	Dillon, Denver, CO
Steile's	2	25.0	na
Albertson's	2	21.0	Own, Aurora, CO
Safeway	3	13.0	Own, Denver, CO
Toddy's	1	8.0	Surefine, Kansas City, KS
Beavers	1	1.0	na
Overland Foods	1	1.0	na
7-Eleven	6	1.0	na
OTHER GROCERY STORES	na	1.0%	
TOTAL	19+	100.0%	

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na not available
Note: Above information kindly provided by "The Fort Collins Coloradoan".

GREELEY - MSA

Weld County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Grocery Warehouse	1		Albertson's, Aurora, CO
King Soopers	1		Dillon, Denver, CO
Safeway	2		Own, Denver, CO
Shoping Sav	1		na
Toddy's	1		na
OTHER GROCERY STORES	na		
TOTAL	6+		

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na not available
* Share of Market Data is unobtainable.

PUEBLO - MSA

Pueblo County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Chet's Food Centers	2		Super Valu, Denver, CO
County Market	1		Super Valu, Denver, CO
King Soopers	2		Own, Denver, CO
Kwik Way (C)	19		Super Valu, Denver, CO
Loaf N'Jug (C)	43		McLane Western, Denver, CO
Safeway	3		Own, Denver, CO
7-Eleven (C)	21		McLane Western, Denver, CO
Super Foods	6		na
OTHER GROCERY STORES	na		
TOTAL	97+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

CONNECTICUT

BRIDGEPORT-MILFORD - PMSA

Parts of Fairfield and New Haven Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		77.0%	
Stop N Shop	12	21.0	Own, North Quincy, MA
Grand Union	13	12.0	Own, Elmwood Park, NJ
A&P	9	10.0	Own, Rockville Center, NY and Springfield, MA
Waldbaums Food Marts	6	10.0	C&S Wholesale Grocery, Inc., Holyoke, MA
Pathmark	4	9.0	Supermarkets General, Saddlebrook, NJ
Finast	6	4.0	First National Supermarkets, Windsor Locks, CT
Food Emporiums/A&P	3	4.0	A&P, Bronx, NY
Grade A	3	4.0	Allied Grocers Coop, Inc., Stamford, CT
Gran Central	8	3.0	Krasdale, Stamford, CT
OTHER GROCERY STORES	na	23.0%	
TOTAL	64+	100.0%	

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na not available
* In-house estimates.

BRISTOL - PMSA

Parts of Hartford and Litchfield Counties	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
A&P	2		Own, Springfield, MA
First National	1		Own, Windsor Locks, CT
Food Mart	2		Own, Holyoke, MA
IGA	1		Bozzuto's, Inc., Cheshire, CT
Shop Rite	1		Motts, East Harford, CT
Stop N Shop	1		Own, New Haven, CT
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

DANBURY - PMSA

Parts of Fairfield and Litchfield Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
A&P	4		Own, Springfield, MA
First National	4		Own, Winsor Locks, CT
Gran Central	1		Krasdale, Stamford, CT
Grand Union	4		Own, Wayne, NJ
IGA	5		Bozzuto's, Inc., Cheshire, CT
Pathmark	1		Supermarkets General, Saddlebrook, NJ
Shop Rite	1		Wakefern Food, Hartford, CT
Stop N Shop	3		Own, North Quincy, MA
Walbaums	1		Own, Holyoke, MA
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Danbury has experienced no changes since last year.

MIDDLETOWN - PMSA

Parts of Middlesex County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:			
Stop & Shop	4	51.0	Own, North Haven, CT
Food Mart	3	28.0	na
Finast	2	10.0	First National, Windsor Locks, CT
Colonial IGA	1	6.0	na
Shop Rite	1	6.0	Own, East Hartford, CT
Town and Country	2	4.0	na
Tri Town	1	3.0	na
TOTAL	14	*	

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na not available

* Percents exceed 100.0% due to rounding.

Note: Information presented covers all of Middlesex County, not exclusively Middletown. Please use figures cautiously. Information kindly provided by "The Middletown Press".

NEW BRITAIN - PMSA

Parts of Hartford County, Berlintown, New Britain City, Plainville Town and Southington Town	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Finast/Edwards	2		na
Food Mart	2		Sweet Life Foods, Suffield, CT
Stop N Shop	1		Own, North Haven, CT
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	8		N. England Grocer Supply Co., Northboro, MA
7-Eleven	2		na
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Bozzuto's	7		Own, Cheshire, CT
LEADING INDEPENDENTS:			
Food Bag	5		na
Gnazzo's	2		na
Shop Rite	1		Own, East Hartford, CT
Sussman's	1		Bozzuto's, Inc., Cheshire, CT
TOTAL	31		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by "The New Britain Herald".

NEW HAVEN-MERIDEN - MSA

NEW HAVEN

Parts of Middlesex and New Haven Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Everybody's	5		Sweet Life Foods, Hamden, CT
First National	4		Own, Windsor Locks, CT
Gran Central	4		Krasdale, Stamford, CT
Pathmark	3		Supermarkets General Corp., Saddlebrook, NJ
Stop N Shop	15		Own, North Haven, CT
Waldbaum's/Food Mart	5		Sweet Life Foods, Suffield, CT
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

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MERIDEN

LEADING CHAINS:		*	
Edwards Food Warehouse	1		Own, Burlington, MA
Everybody's	3		Own, Cheshire, CT
First National	2		Own, Windsor Locks, CT
Food Mart	3		Sweet Life Foods, Suffield, CT
Stop N Shop	3		Own, North Haven, CT
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	13		Own, Canton, MA
Dairy Mart	4		na
Dairy Farms	6		Own, Enfield, CT
Food Bag	4		Own, Kensington, CT
Wawa Foods	2		Own, Wawa, PA
Xtra Mart	3		na
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Shop Rite	3		Own and Wakefern Food Corp., Elizabeth, NJ
LEADING INDEPENDENTS:			
Barker's Market	1		Sweet Life Foods, Suffield, CT
OTHER GROCERY STORES	na		
TOTAL	48+		

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na not available
* Share of Market Data is unobtainable.

NEW LONDON-NORWICH (CT-RI) - MSA

Parts of New London and Windsor Counties, CT - Part of Washington County, RI	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	3		Own, Springfield, CT
Better Val-U	1		na
Brit Bros.	4		na
First National	3		Own, Windsor Locks, CT
IGA	4		Bozzuto's, Inc., Cheshire, CT
Price Rite	1		na
Shop Rite	1		Wakefern Food Corp, Elizabeth, NJ
Stop N Shop	5		Own, North Haven, CT
Waldbaum's	1		C&S Wholesale Grocers, Inc., Holyoke, MA
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

NORWALK - PMSA

Part of Fairfield County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Emporium	1		Own, Bronx, NY
Grand Union	2		Own, Mount Kisco, NY
Pathmark	1		Own, Woodbridge, NJ
Stop N Shop	2		Own, North Haven, CT
Waldbaums	3		Own, Central Islip, NY
LEADING INDEPENDENTS:			
Gregory's	1		na
Stew Leonard	1		na
Village Market	1		na
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	1		Own, Canton, MA
Friendly Farms	1		na
Friendly Food Market	2		na
OTHER GROCERY STORES:			
Atlantic Meat	1		Sisk & Kobotti, Stamford, CT
Grandview Finast	1		na
Manos Market	1		na
Market Basket	1		Associated Foods, Stamford, CT
Rocco's Market	1		na
Rowayton Market	1		Bozzuto's, Cheshire, CT
Tierney St. Deli	1		na
Tokeneke Market	1		na
Van Zant Street Market	1		na
TOTAL	25		

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na not available

* Share of Market Data is unobtainable.

STAMFORD - PMSA

Part of Fairfield County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Springfield, MA
Bongiorno's	1		na
Finast	2		First National, Windsor Locks, CT
Grade A	2		Allied Grocers Coop Inc., Stamford, CT
Gran Central	3		Krasdale, Stamford, CT
Palmer's	1		na
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WATERBURY - MSA

Parts of Litchfield and New Haven Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	4		Own, Springfield, MA
Anthony	1		na
Edward's	1		Own, Burlington, MA
Everybody's	5		Sweet Life Foods, Hamden, CT
First National	5		Own, Windsor Locks, CT
Grand Union	1		Own, Elmwood park, NJ
Pathmark	1		Supermarkets General Corp., Woodbridge, NJ
Pik-Kwik	1		na
Shop Rite	1		Motts, East Hartford, CT
Stop N Shop	3		Own, Boston, MA
Walsh's	1		Bozzuto's, Inc., Cheshire, CT
Warehouse Foods	2		na
OTHER GROCERY STORES	na		
TOTAL	26+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

DELAWARE

WILMINGTON (DE-NJ-MD) - PMSA

New Castle County, DE Salem County, NJ Cecil County, MD	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		73.0%	
Acme	16	32.0	American Stores Co., Philadelphia, PA and Whippany, NJ
Pathmark	4	17.0	Supermarkets General Corp., Delran, NJ
Super Fresh	7	15.0	A&P, Florence, NJ
Santonis, Inc.	1	3.0	B. Green & Co., Inc., Baltimore, MD
Shop Rite	1	3.0	Wakefern, Union, NJ
Military	1	2.0	Buy Direct
Sav-A-Lot	1	1.0	Moran Stores, Inc., Bridgeport, NJ
INDEPENDENTS	13	23.0%	Various
OTHER GROCERY STORES	na	4.0%	
TOTAL	44+	100.0%	

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na not available
* In-house estimates.

FLORIDA

BRADENTON - MSA

Manatee Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	2		Own, Orlando, FL
Foodway	4		Affiliated of Florida, Tampa, FL
Kash 'N Karry	5		Tampa Wholesale, Tampa, FL
Publix	5		Own, Lakeland, FL
Winn Dixie	7		Own, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
* Share of Market Data is unobtainable.

DAYTONA BEACH - MSA

Volusia County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		77.0%	
Publix	17	27.0	Own, Lakeland, FL
Winn Dixie	18	25.0	Own, Orlando, FL
Food Lion	6	16.0	na
Albertson's	2	4.0	Own, Orlando, FL
Goodings	2	2.0	Certified Grocers, Ocala, FL
Walmart	4	2.0	na
Pic N Save	6	1.0	Own, Jacksonville, FL
LEADING CONVENIENCE STORE CHAINS:		10.5%	
7-Eleven	29	4.0	Southland Corp., Orlando, FL
Handyway	30	3.0	Own, Ocala, FL
Jiffy	31	1.5	Own, Miami, FL
Majik	18	1.5	Own, Tampa, FL
Little General	11	0.5	Southland Corp., Orlando, FL
LEADING INDEPENDENTS:		10.5%	
John's Family Market	5		na
Metz	3	10.5	Certified Grocers, Tampa, FL
Pearson's (Certified)	3		Certified Grocers, Tampa, FL
Thriftway	3		Certified Grocers, Tampa, FL
Wiggins Bros.	2		Own, Lakeland, FL
OTHER GROCERY STORES	na	2.0%	
TOTAL	190+	100.0%	

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na not available

FORT MYERS-CAPE CORAL - MSA

Lee County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Affiliated	4		Own, Tampa, FL
Albertson's	1		Own, Orlando, FL
Circle K (C)	52		na
Convenient Food Mart (C)	3		na
Kash 'N Karry	10		Own, Tampa, FL
Publix	15		Own, Jacksonville, FL
7-Eleven (C)	15		na
U Sav	5		B&B Cash Grocery Stores, Tampa, FL
Winn-Dixie	19		Own, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	124+		

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na not available (C) Convenience Stores *Share of Market Data is unobtainable.

FORT PIERCE - MSA

Martin and St. Lucie Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Super Food Services, Orlando, FL
A&P	1		Own, New Orleans, LA
Associated Grocers	4		Own, Miami, FL
Bob & Ed's	1		na
Great Valu	1		Assoc. Grocers, Miami, FL
Publix	5		Own, Miami, FL
Winn-Dixie	8		Own, Pompano Beach, FL
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FORT WALTON BEACH - MSA

Okaloosa County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Delchamps	5		Own, Montgomery, AL
Food World	2		Bruno's, Birmingham, AL
Winn Dixie	5		Own, Montgomery, AL
LEADING INDEPENDENTS:			
IGA Foodliner	1		na
Kelley's IGA	3		na
Penn Max	2		na
LEADING CONVENIENCE STORE CHAINS:			
Circle K	3		na
Jr. Food Stores	8		na
Ritz	8		na
7-Eleven	9		na
Tom Thumb	31		na
OTHER GROCERY STORES			
Enrico's Italian Market	1		na
Enrie's Meat Market	1		na
Kelley's Deli & Market	1		na
Village Supermarket	1		na
TOTAL	81		

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na not available
* Share of Market Data is unobtainable.

GAINESVILLE - MSA

Alachua and Bradford Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Jacksonville, FL
Food 4 Less	1		Fleming Foods, Geneva, AL
Food Line	1		Own, Jacksonville, FL
Kash & Karry	2		Own, Geneva, AL
Pic 'N Sav	4		Own, Jacksonville, FL
Publix	6		Own, Lakeland, FL
Thriftway	1		Certified Grocers of Florida, Ocala, FL
Winn Dixie	5		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by "The Gainsville Sun".

JACKSONVILLE - MSA

Clay, Duval, Nassau and St. Johns Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		92.0%	
Winn Dixie	47	51.0	Own, Jacksonville and Tampa, FL
Publix	19	24.0	Own, Jacksonville, FL
Albertson's	4	9.0	Super Food Services, Inc. Orlando, FL
Food Lion/Save Rite	5	5.0	Own, Salisbury, NC
Pic N Save	2	2.0	Own, Jacksonville, FL
Commissaries	2	1.0	Buy Direct
OTHER GROCERY STORES	na	8.0%	
TOTAL	79+	100.0%	

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na not available
* In-house estimates.

LAKELAND-WINTER HAVEN - MSA

Polk County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Super Food Service, Inc., Orlando, FL
Food World	2		Publix, Lakeland, FL
Jewel T	1		na
Kash & Karry	2		Own, Tampa, FL
Minit Shop (C)	10		na
Pantry Pride	1		Malone & Hyde, Pompano Beach, FL
Publix	7		Own, Jacksonville, FL
Winn-Dixie	4		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available (C) Convenience Stores *In-house estimates.
**Share of Market Data is unobtainable.

MELBOURNE-TITUSVILLE-PALM BAY - MSA

Brevard County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Jacksonville, FL
Florida Choice	7		Affiliated of Florida, Maitland, FL
Mr. Grocer	14		na
Publix	13		Own, Lakeland, FL
Winn-Dixie	16		Own, Tampa, FL
CONVENIENCE STORES:			BUYING OFFICES:
Cumberland Farms	8		Own, Canton, MA
Jiffy	34		Huntley, Orange Park, FL
Lil General	3		na
Majik	29		Own, Brandon, FL
7-Eleven	27		Southland Corp., Orlando, FL
Tenneco	7		na
Zippy Mart	16		Own, Rocky Mount, NC
OTHER GROCERY STORES	na		
TOTAL	175+		

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na not available *In-house estimates. **Share of Market Data is unobtainable.
Note: Information above covers only Melbourne. Information on Titusville & Palm Bay were unobtainable.

NAPLES - MSA

Collier County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Publix	7		Own, Lakeland, FL
Winn Dixie	7		Own, Orlando, FL
Kash N' Karry	1		Tampa Wholesale, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

OCALA - MSA

Marion County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		111.0%	
Winn Dixie	8	39.0	Own, Jacksonville, FL
Kash N' Karry*	4	23.0	Own, Geneva, AL
Publix	3	23.0	Own, Lakeland, FL
Goodings	1	11.0	Certified Grocers, Ocala, FL
Russells	1	9.0	Certified Grocers, Ocala, FL
Alaco	2	6.0	Certified Grocers, Ocala, FL
TOTAL	19	**	

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na not available
* Kash N' Karry bought two local Florida Choice locations after Florida Choice left the market.
**Share of Market data exceeds 100.0% due to multiple answers.
Note: Food Lion will be entering the Ocala market in late 1989.

PANAMA CITY - MSA

Bay County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Delchamps	2		na
Eagle	1		na
Food World	3		Bruno's Inc., Birmingham, AL
IGA	1		na
Piggy Wiggly	3		Fleming Foods, Geneva, AL
Sunshine	4		Higdon Grocery Co., Cairo, GA, & local vendors
Suwanee	1		na
Winn Dixie	6		Own, Jacksonville, FL
TOTAL	21		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PENSACOLA - MSA

Escambia and Santa Rosa Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	3		Own, New Orleans, LA
Albertson's	2		Lewis-Bear, Pensicola, FL
Barnes	11		na
Delchamps	7		Own, Mobile, AL
Food Max	1		na
Food World	4		na
IGA	1		na
Piggly Wiggly	2		Fleming Foods, Geneva, AL
Sack and Save	1		na
Winn Dixie	9		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	41+		

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na not available
*Share of Market Data is unobtainable.

SARASOTA - MSA

Sarasota County	No. of Stores	% of Customers*	Principal Supplier
LEADING STORES:			
Publix	15	71.0	Own, Lakeland, FL
Winn Dixie	9	52.0	Own, Jacksonville, FL
Kash 'N Karry	9	33.0	Tampa Wholesale, Tampa, FL
Albertson's	2	9.0	Own, Miami, FL
TOTAL	35	**	

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na not available
* Based on the question: "Where have you shopped in the past 7 days?"
** % of Customers does not equal 100.0% due to multiple answers.

TALLAHASSEE - MSA

Gadsden and Leon Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Lewis Bear, Pensacola, FL
Jr. Food Stores	12		na
Majik Markets (C)	24		Own, Jacksonville, FL
Publix	5		Own, Lakeland, FL
Sing Stop N' Shop	6		Higdon Grocery, Quincy, FL
Winn Dixie	8		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	57+		

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na not available
(C) Convenience Store
* In-house estimates.
**Share of Market Data is unobtainable.

WEST PALM BEACH-BOCA RATON-DELRAY BEACH - MSA

Palm Beach County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		58.0%	
Publix	35	40.0	Own, North Miami, FL
Albertson's	4	7.0	Super Food Service, Inc., Orlando, FL
Florida Choice	2	4.0	Affiliated of Florida, Maitland, FL
Pantry Pride/Sun	6	4.0	Malone & Hyde Inc., Pompano Beach, FL
Xtra Super	1	3.0	Malone & Hyde, Inc., Pompano Beach, FL
INDEPENDENTS	15	7.0%	Various
OTHER GROCERY STORES	na	35.0%	
TOTAL	63+	100.0%	

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na not available
* In-house estimates.

Note: Information above does not include the Delray Beach market.

GEORGIA

ALBANY - MSA

Dougherty and Lee Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Family Mart	1		A&P Inc., Charlotte, NC
Food 4 Less	1		na
Harvey's	5		na
Piggly Wiggly	5		Own, Vidalia, GA
Winn Dixie	2		Own, Atlanta, GA
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ATHENS - MSA

Clarke, Jackson, Madison and Oconee Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Bell's	5		na
BiLo	2		Own, Mauldin, SC
Family Food	1		na
Food Lion	1		Own, Salisbury, NC
Ingles	1		Own, Asheville, NC
Kroger	2		Own, Atlanta, GA
Piggly Wiggly	1		Own, Vidalia, GA
Winn Dixie	3		Own, Atlanta, GA
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

AUGUSTA (GA-SC) - MSA

Columbia, McDuffie and Richmond Counties-GA Aiken County-SC	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		95.0%	
Kroger	5	29.0	Own, Atlanta, GA
Bilo	5	22.0	Own, Mauldin, SC
Winn Dixie	6	17.0	Own, Taylors, SC
Food Lion	5	15.0	Own, Salisbury, NC
Piggly Wiggly	5	12.0	Own, Chalreston Heights, SC
LEADING INDEPENDENTS:		1.0%	
Gurley's	8	1.0	Own, Harlem, GA
LEADING CONVENIENCE STORE CHAINS:			
7-Eleven	na	*	The Southland Corp., Orlando, FL
OTHER GROCERY STORES	14	4.0%	
TOTAL	48+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: According to our source, Augusta has experienced no changes since last year.

COLUMBUS (GA-AL) - MSA

Chattahoochee and Muscogee Counties, GA Russell County, AL	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	3		Own, Atlanta, GA
Big Buy	2		Assoc. Groc., College Park, GA
Birdsey	1		na
Dixie Dandy	1		na
Family Mart	1		na
Goolsby Foods	14		Preacher Goolsby, Inc., Columbus, GA
IGA Foodliner	2		Quick Thrift Food, Inc., Marietta, GA
Jones	3		na
Kwik-Chek (C)	3		JTM Corp., Phoenix City, AL
Kwik-Shop (C)	1		na
Piggly Wiggly	10		Own, Charleston, GA
Sav-U	4		na
South Star	5		JTM Corp., Phoenix City, AL
Super Foods	3		Quick Thrift Food, Inc., Marietta, GA
Warehouse Foods	1		na
OTHER GROCERY STORES	na		
TOTAL	54+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

MACON-WARNER ROBINS - MSA

Bibb, Houston, Jones and Peach Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		77.0%	
Piggly Wiggly	12	36.0	Own, Vidalia, GA
Kroger	5	26.0	Own, Atlanta, GA
Commissary (Robins Air Force Base)	1	6.0	Buy Direct, Warner Robins, GA
Winn-Dixie	1	5.0	Own, Atlanta, GA
Red & White (Neal's)	3	2.0	Timberlake Groc. Co., Macon, GA
Family Mart	1	1.0	A&P Co., Inc., Charlotte, NC
Food Fair	1	1.0	Various
Food Max (Bruno's)	1	*	Own, Vidalia, GA
Food World (Bruno's)	5+	*	Own, Vidalia, GA
OTHER GROCERY STORES	na	23.0%	
TOTAL	30+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Macon Telegraph and News".

SAVANNAH - MSA

Chatham and Effingham Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Byrd Bros.	1		na
Food Lion	2		Own, Salisbury, NC
Gurley's	6		Wetterau, Inc., Charleston, SC
Kroger-Sav On	2		Own, Atlanta, GA
M & M	8		Own, Savannah, GA
Piggly Wiggly	8		Own, Charleston, SC
Red & White	1		Wetterau, Inc., Charleston, SC
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

HAWAII

HONOLULU - MSA

Honolulu County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		93.7%	
Foodland	28	22.5	Fleming Foods, Honolulu, HI
Safeway	13	19.1	Own, Freemont, CA
Times	14	14.1	Own, Honolulu, HI
Star	9	9.5	Certified, Los Angeles, CA
KTA	4	5.1	Y. Hata & Co., Ltd., Hilo, HI
ABC Stores	28	4.3	na
7-Eleven (C)	36	3.5	Southland Corp., Pleasanton, CA
Daiei/Holiday Mart	4	3.1	Certified, Los Angeles, CA
Sure Save	4	2.7	Y. Hata & Co., Ltd., Hilo, HI
Food Fair	2	1.5	Y. Hata & Co., Ltd., Hilo, HI
Ooka	1	1.5	na
Tamura	1	1.5	na
Big Save	8	1.4	Certified, Los Angeles, CA
Okimoto	2	0.8	na
Nagasako	1	0.7	na
Big Way	2	0.5	na
Haleiwa	1	0.5	na
P&P	1	0.5	na
Pay 'n Save	12	0.5	na
Gibson's	1	0.4	na
OTHER GROCERY STORES	na	6.3%	
TOTAL	172+	100.0%	

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na not available
(C) Convenience Store

IDAHO

BOISE CITY - MSA

Ada County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	11		Own, Salt Lake City, UT
Circle K (C)	18		Own, Boise, ID
Fred Meyer	1		Own, Portland, OR
M & W	4		Assoc. Food Stores, Boise, ID
Maxx	1		na
7-Eleven (C)	12		Southland Corp., Englewood, CO
Smith's Food King	3		Own, Layton, UT
OTHER GROCERY STORES	na		
TOTAL	50+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

ILLINOIS

AURORA-ELGIN - PMSA

AURORA

Kane and Kendall Counties	No. of Stores	% of Market Share	Principal Supplier
CHAIN SUPERMARKETS:		75.0%	
Eagle Foods	7	35.0	Own, Rock Island, IL
Jewel	8	25.0	Own, Melrose Park, IL
Dominick's	3	15.0	Own, Northlake, IL
INDEPENDENT SUPERMARKETS:		13.0%	
Blue Goose	1	3.0	Certified Grocers, Chicago, IL
Daninos	1	3.0	Central Grocers, Franklin Park, IL
Walts	4	3.0	na
Frank's	2	2.0	na
Buy Rite	2	1.0	Central Grocers, Franklin Park, IL
Super Saver	1	1.0	Scot Lad, Lansing, IL
CONVENIENCE STORES:		8.0%	
Amoco	na	8.0	Southland Corp., Dallas, TX
Phillips Co.	8		Midwest Foods, Location Unknown
7-Eleven	3		Southland Corp., Dallas, TX
White Hen Pantry	4		Jewel Foods, Melrose Park, IL
OTHER GROCERY STORES	na	4.0%	
TOTAL	44+	100.0%	

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ELGIN
*

LEADING STORES:		36.7%	
Eagle	4	20.0	Own, Rock Island, IL
Jewel	3	9.0	Own, Melrose Park, IL
Dominicks	1	5.0	Own, Northlake, IL
7-Eleven	5	2.7	Southland Corp., Dallas, TX
Gromer's	1	**	na
K-Mart	1	**	na
OTHER GROCERY STORES	na	63.3%	
TOTAL	15+	100.0%	

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na not available
(C) Convenience Store
* In-house estimates.
**Included in "Other Grocery Stores" percent.
Note: According to our source, Aurora has experienced no changes since last year. Above information, with exception of Elgin market share, kindly provided by "The Aurora Beacon-News".

BLOOMINGTON-NORMAL - MSA

McLean County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Aldi Discount Foods	1		na
Eagle Foods	1		Own, Milan, IL
Jewel Food Stores	3		Own, Melrose Park, IL
Kroger	3		Own, Indianapolis, IN
Schnucks	1		Schnucks Markets Inc., St. Louis, MO
VOLUNTARY &/OR CO-OP GROUPS:			
Cub Foods	1		J.M. Jones, Champaign, IL
IGA	20		J.M. Jones, Champaign, IL
LEADING INDEPENDENTS:			
Diana Foods	1		Jewel Foods, Melrose Park, IL
OTHER GROCERY STORES	na		
TOTAL	31+		

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na not available *Share of Market Data is unobtainable.

CHAMPAIGN-URBANA-RANTOUL - MSA

Champaign County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Eagle Foods	3		Own, Milan, IL
Jewel	3		Own, Melrose Park, IL
VOLUNTARY &/OR CO-OP GROUPS:			
Diana Foods	2		Scrivner of IL, East Peoria, IL
IGA	3		J.M. Jones, Champaign, IL
LEADING INDEPENDENTS:			
Colonial Pantry	5		Southland Corp., Champaign, IL
Convenient Food Mart (C)	3		Southland Corp., Champaign, IL
County Market	2		J.M. Jones, Champaign, IL
Richards	1		J.M. Jones, Champaign, IL
Quick Stop (C)	2		Southland Corp., Champaign, IL
White Hen Pantry	5		Scrivner of IL, East Peoria, IL
OTHER GROCERY STORES	7		
TOTAL	36		

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* Share of Market Data is unobtainable. (C) Convenience Stores

Note: Information above covers only the Champaign and Urbana markets.
Rantoul market information is unobtainable.

DAVENPORT-ROCK ISLAND-MOLINE (IA-IL) - MSA

Henry, Sand, and Rock Island Counties, IL Scott County, IA	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		92.7%	
Eagle	12	46.2	Lucky Stores (MW Divs.), Milan, IL
Hy-Vee	6	22.3	Own, Chariton, IA and Nash Finch, Cedar Rapids, IA
Jewel	5	16.3	Own, Chicago, IL
Aldi Discount Foods	4	4.4	Own, Chicago, IL
Easter Foods	1	1.5	Super Valu, Des Moines, IA
Food 4 Less	1	1.0	Scrivner of IL, Peoria, IL
Jovan Foods	1	1.0	na
VOLUNTARY &/OR CO-OP GROUPS:		3.2%	
Royal Blue	4	1.5	Farm House Foods, Davenport, IA
Jack & Jill Stores	3	1.2	Nash Finch, Cedar Rapids, IL
Super Valu Stores	1	0.5	Own, Des Moines, IA
LEADING INDEPENDENTS:		3.2%	
Kwik Shop (C)	24	2.2	na
Convenient Stores (C)	9	1.0	na
OTHER GROCERY STORES	12	0.9%	
TOTAL	83	100.0%	

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na not available

(C) Convenience Stores

Note: Above information kindly provided by "The Moline Dispatch/The Rock Island Argus".

DECATUR - MSA

Macon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		85.0%	
Cub Foods	1	27.0	J.M. Jones, Champaign, IL
Eagle	3	19.0	Own, Milan, IL
Kroger	3	19.0	Own, St. Louis, MO
Jewel	2	15.0	Own, Champaign, IL
Kennedy's	2	4.0	J.M. Jones, Champaign, IL
IGA (Cowgill's)	1	1.0	na
OTHER GROCERY STORES	na	15.0%	
TOTAL	12+	100.0%	

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na not available

JOLIET - PMSA

Grundy and Will Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		86.2%	
Jewel Foods	5	24.3	Own, Melrose Park, IL
Cub	1	22.7	J.M. Jones, Champaigne, IL
Dominick	1	20.8	Own, Northlake, IL
Eagle	4	13.3	Own, Milan, IL
Aldi Discount Foods	1	5.1	Own Batavia, IL
LEADING INDEPENDENTS:		8.3%	
Certified	2	8.3	na
Economy	2	*	na
Hansen's Red Fox	1	*	Scrivner of IL, East Peoria, IL
Mitchells	1	*	na
Parks Bros.	1	*	na
OTHER GROCERY STORES	2	5.5%	
TOTAL	21	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: According to our source, Joliet has experienced no changes since last year.

KANKAKEE - MSA

Kankakee County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Eagle	2		Own, Milan, IL
Jewel	2		Own, Melrose Park, IL
Kroger	2		Own, St. Louis, MO
Thrif-T-Mart	3		Scot Lad Foods, Inc., Lansing, IL
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAKE COUNTY - PMSA

Lake County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		84.0%	
Jewel	17	45.0	Own, Melrose Park, IL
Winn Dixie	11	14.0	Own, Greenville, SC
Eagle	6	9.0	Own, Rock Island, IL
Dominick's	3	7.0	Own, Northlake, IL
Military	2	4.0	Buy Direct
Piggly Wiggly/Sav U	2	3.0	Schultz, Sheboygan, WI
Aldi	2	2.0	Own, Batavia, IL
OTHER GROCERY STORES	na	16.0%	
TOTAL	43+	100.0%	

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na not available
* In-house estimates.

PEORIA - MSA

Peoria, Tazewell and Woodford Counties	No. of Stores	% of Retail Food Volume	Principal Supplier
LEADING CHAINS:		94.5%	
Kroger	11	26.0	Own, Indianapolis & Peoria, IL
Red Fox	20	17.0	Scrivner of IL, E. Peoria, IL
Eagle Food Centers L.P.	5	12.0	Lucky, Rock Island, IL
Thompson Food Basket	7	11.0	Scrivner of IL, E. Peoria, IL
IGA:	(12)	(9.0)	
Ben Schwartz	3	4.0	J.M. Jones Co., Peoria, IL
All Others	9	5.0	J.M. Jones Co., Peoria, IL
Aldi	3	4.0	Own, Batavia, IL
Country Market	1	4.0	J.M. Jones Co., Peoria, IL
Mr. K's	2	3.5	Scrivner of IL, E. Peoria, IL
Martin's	1	3.0	Scrivner of IL, E. Peoria, IL
Randall's	1	3.0	J.M. Jones Co., Peoria, IL
Lowell's Discount Foods	2	2.0	Own, Indianapolis, IN
CONVENIENCE STORES	na	5.5%	Various
TOTAL	65+	100.0%	

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na not available

ROCKFORD - MSA

Boone and Winnebago County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		85.0%	
Logli	4	28.0	Centrella, Chicago, IL
Cub Foods	1	17.0	Own, Madison, WI
Eagle	5	13.0	Own, Milan, IL
Hilander	4	13.0	Certified-Midwest, Chicago, IL
Magna	1	7.0	Jewel Foods, Melrose Park, IL
Pacemaker	4	4.0	Centrella, Chicago, IL
Aldi Discount Foods	2	2.0	Own, Batavia, IL
IGA	13	1.0	M. Loeb & Co., Elk Grove, IL
OTHER GROCERY STORES	na	15.0%	
TOTAL	34+	100.0%	

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na not available

Note: Above information kindly provided by "The Rockford Register Star".

SPRINGFIELD - MSA

Menard and Sangamon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		93.7%	
Shop 'N Save	3	25.0	Wetterau Foods, St. Louis, MO
Jewel	4	24.0	Own, Champaign, IL
National Food Store	2	14.7	Own, Rosemont, IL
Cub	1	11.4	J.M. Jones Co., Champaign, IL
Eagle	3	10.8	Own, Rock Island, IL
IGA	3	5.5	Wetterau Foods, St. Louis, MO
Red Fox	2	2.3	Scrivner of IL, E. Peoria, IL
OTHER GROCERY STORES	na	6.3%	
TOTAL	18+	100.0%	

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na not available

INDIANA

ANDERSON - MSA

Madison County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Harvest Market	3		McMahon-Lieb Co., Anderson, IN
Marsh Foodliner	3		Own, Yorktown, IN
Matthews	2		na
Payless	4		Scot Lad, Lansing, IL
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BLOOMINGTON - MSA

Monroe County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	3		Wetterau Foods, Bloomington, IN
Jewel	2		Own, Chicago, IL
Kroger	2		Own, Indianapolis, IN
Lowells	1		Allied Grocers of IN, Indianapolis, IN
Marsh-Foodliner	2		Own, Yorktown, IN
Village Pantry	5		Marsh Super Markets, Inc., Yorktown, IN
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* Share of Market Data is unobtainable.
Note: According to our source, Bloomington has experienced no changes since last year. Above information kindly provided by "The Bloomington Herald-Times".

ELKHART-GOSHEN - MSA

Elkhart County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Augsburger	3		Super Valu, Champaign, IL
Everett's	1		Scot Lad, Lansing, IL
Family Fare	4		Spartan, Grand Rapids, MI
Felpausch**	2		Own, Hastings, MI
Hardings	2		Spartan, Grand Rapids, MI
Kroger's	7		Own, Indianapolis, IN
Martin's	8		Scot Lad, Lansing, IL
Maurek's IGA	1		Wetterau Foods, Bloomington, IL
T & L Supermarkets	1		na
W.W. Wilt's	5		Food Marketing, Ft. Wayne, IN
OTHER GROCERY STORES	na		
TOTAL	34+		

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na not available
* Share of Market Data is unobtainable.
**Opening in late 1989, or early 1990.
Note: Above information kindly provided by "The Elkhart Truth" and another source who prefers to remain anonymous.

EVANSVILLE (IN-KY) - MSA

Posey, Vanderburgh and Warrick Counties, IN Henderson County, KY	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Great Scot	4		Scot Lad, Lansing, IL
Jerry's	4		na
Key	10		Creasey Co., Evansville, IN
Royal	2		J. Winkler & Sons, Dale, IN
Schnucks	2		Own, St. Louis, MO
Simpson's	1		na
Spaldings	5		J. Winkler & Sons, Dale, IN
Wesselman's	9		Creasey Co., Evansville, IN
OTHER GROCERY STORES	na		
TOTAL	37+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FORT WAYNE - MSA

Allen, De Kalb and Whitley Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Burger Daisy	3		na
Didier Bros.	3		na
Kroger	4		Own, Ft. Wayne, IN
Lynn's	3		Food Marketing, Fort Wayne, IN
Pio	2		na
Rogers	12		Food Marketing, Fort Wayne, IN
Scotts	12		Scot Lad, Inc., Lima, OH
White Swan	2		Food Marketing, Fort Wayne, IN
OTHER GROCERY STORES	na		
TOTAL	41+		

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na not available
* In-house estimates.
**Share or Market Data is unobtainable.

GARY-HAMMOND - PMSA

Lake and Porter Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		47.0%	
Jewel	6	16.0	Own, Melrose Park, IL
Strack & Van Til	5	14.0	Central Groc. Coop. Inc., Highland, IN
Sterk's Super Foods	7	9.0	Certified Groc. Midwest Inc., Calument City, IL
Eagle	4	6.0	Own, Rock Island, IL
Aldi	3	2.0	Own, Batavia, IL
INDEPENDENTS	40	51.0%	
OTHER GROCERY STORES	na	2.0%	
TOTAL	65+	100.0%	

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na not available
* In-house estimates.

KOKOMO - MSA

Howard and Tipton Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
County Market	1		Food Marketing, Ft. Wayne, IN
Kroger	3		Own, Indianapolis, IN
Marsh Food Liner	2		Own, Indianapolis, IN
Wallman's	3		na
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* Share of Market Data is unobtainable.

LAFAYETTE-WEST LAFAYETTE - MSA

Tippecanoe County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Jewel	3		Own, Chicago, IL
Marsh Food Liner	2		Own, Indianapolis, IN
Payless	4		Own, Anderson, IN
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MUNCIE - MSA

Delaware County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A.L. Ross	3		Food Marketing, Ft. Wayne, IN
Eavey	1		Certified Grocers, Indianapolis, IN
Marsh	11		Own, Yorktown, IN
Wise	2		White Villa Foods, Dayton, OH
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SOUTH BEND-MISHAWAKA - MSA

St. Joseph County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Circa's	2		Food Marketing, Ft. Wayne, IN
Kroger	7		Own, Indianapolis, IN
Martin's	8		Own, South Bend, IN
Park N' Shop	4		Certified Grocers of Illinois, Chicago, IL
Wilts	1		Food Marketing, Ft. Wayne, IN
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

TERRE HAUTE - MSA

Clay and Vigo Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		84.0%	
Kroger	4	44.0	Own, Indianapolis, IN
Great Scot	2	32.0	Super Valu, Champaign, IL
Page's Sak N' Save	2	6.0	Own, Terre Haute, IN
No Frills	1	2.0	Safeway, Indianapolis, IN
VOLUNTARY &/OR CO-OP GROUPS:		1.0%	
IGA	1	1.0	Wetterau Foods, Bloomington, IL
OTHER GROCERY STORES	3	15.0%	
TOTAL	13+	100.0%	

Note: Above information kindly provided by "The Terre Haute Tribune-Star".

IOWA

CEDAR RAPIDS - MSA

Linn County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		87.2%	
Hy-Vee	7	39.5	Own, Chariton, IA
Econo Foods	2	34.5	Nash Finch Co., Cedar Rapids, IA
Me Too Super Markets	4	13.2	Nash Finch Co., Cedar Rapids, IA
VOLUNTARY &/OR CO-OP GROUPS:		5.2%	
Randall's	2	5.2	Super Valu, Des Moines, IA
OTHER GROCERY STORES	46	7.6%	
TOTAL	61+	100.0%	

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na not available

Note: Above information kindly provided by Frank Magid & Associates, "1988-89 Consumer Market Study".

DES MOINES - MSA

Dallas, Polk and Warren Counties	No. of Stores	% of Customer Preference*	Principal Supplier
LEADING CHAINS:		71.0%	
Hy-Vee	13	42.0	Own and Chariton Whlsl., Chariton, IA
Dahl's Food Stores	10	29.0	Super Valu, Des Moines, IA
VOLUNTARY &/OR CO-OP GROUPS:		23.0%	
Food 4 Less	4	9.0	Erickson Petroleum Co., Minneapolis, MN
Food Saver	2	6.0	Scrivner of IA, Laurens, IA
Super Valu	6	6.0	Own, Des Moines, IA
Sav U More	1	2.0	Own, Chariton, IA
AG	6	**	Assoc. Grocers of Iowa Des Moines, IA
Food World	1	**	Scrivner of IA, Laurens, IA
OTHER GROCERY STORES	21	6.0%	
TOTAL	64	100.0%	

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* Percents based on the following question: "What is the name of the food store where you do most of your major food shopping"?

**Included in "Other Grocery Stores" percent.

Note: Above information covers only Polk County. Above information kindly provided by "The Des Moines Register".

DUBUQUE - MSA

Dubuque County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Aldi	1		Aldi Inc., West Burlington, IA
Eagle	3		Own, Milan, IL
Econo Foods	1		Nash Finch Co., Cedar Rapids, IA
Hy Vee	1		Own, Chariton, IA
Oky Doky	8		na
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

IOWA CITY - MSA

Johnson County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Eagle	3		Own, Milan, IA
Econo Foods	1		Nash Finch Co., Cedar Rapids, IA
Hy-Vee	4		Own, Chariton, IA
Randall's Super Value	2		Super Valu, Des Moines, IA
OTHER GROCERY STORES	na		
TOTAL	10		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SIOUX CITY (IA-NE) - MSA

Woodbury County, IA; Dakota County, NE	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Econofoods	1		Nash Finch, Minneapolis, MN
Fareway	2		Own, Boone, IA
Food 4 Less	1		Scrivner of IA, Laurens, IA
Hy-Vee	2		Own, Chariton, IA
IGA	4		na
Sunshine Food	4		Super Valu Stores, Inc., Des Moines, IA
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* Share of Market Data is unobtainable.

WATERLOO-CEDAR FALLS - MSA

Black Hawk and Bremer Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		78.0%	
Hy-Vee	5	40.0	Own, Chariton, IA
County Market	2	27.0	Own, Des Moines, IA
Food 4 Less	1	10.0	Own, Laurens, IA
Aldi Discount Foods	2	1.0	Own, Chicago, IL
VOLUNTARY &/OR CO-OP GROUPS:		14.0%	
Warehouse Mart	1	11.0	Nash Finch, Cedar Rapids, IA
Bradfield's	3	3.0	Own, Des Moines, IA
LEADING INDEPENDENTS:		5.0%	
Kimball Ridge	1	3.0	Assoc. Grocers, Ankeny, IA
S & S Markets	2	1.0	Assoc. Grocers, Ankeny, IA
Adams Store	1	1.0	Assoc. Grocers, Ankeny, IA
OTHER GROCERY STORES	55	3.0%	
TOTAL	73	100.0%	

KANSAS

LAWRENCE - MSA

Douglas County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Aldi	1		Own, Wright City, MO
Alvin's IGA	1		na
Checker's	1		na
Dillon's	3		Own, Hutchinson, KS
Food Barn	1		Safeway, Kansas City, MO
Food 4 Less	1		Assoc. Whls. Groc., Kansas City, KS
JL's	1		na
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available

* Share of Market Data is unobtainable.

TOPEKA - MSA

Shawnee County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Dillon's	4		Own, Hutchinson, KS
Falley's	3		Asso. Whls. Grocers, Kansas City, KS
Safeway	1		Own, Kansas City, MO
Aldi	1		na
Food Barn	1		Safeway, Kansas City, MO
Food 4 Less	4		Fleming Co., North Kansas City, MO
Hypermart	1		na
VOLUNTARY AND/OR CO-OP GROUPS:			
IGA	3		Fleming Foods, Topeka, KS
Thriftway	7		Asso. Whls. Grocers, Kansas, City, KS
LEADING INDEPENDENTS:			
Eakes	1		na
Harry's IGA	7		na
Herman's Beef & Sausage	1		na
JM Bauersfeld	2		na
Pauline Food Center	1		na
OTHER GROCERY STORES	26		
TOTAL	63		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly supplied by The Greater Topeka Chamber of Commerce.

WICHITA - MSA

Butler, Harvey and Sedgwick Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		81.0%	
Dillon's	18	35.0	Kroger, Hutchinson, KS
Food Barn	12	22.0	Own, Kansas City, MO
Skaggs Supercenter	4	16.0	Fleming Co., Inc., Richardson, TX
Falley's	3	8.0	Asso. Whls. Grocers, I, Topeka, KS
INDEPENDENTS	21	17.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	58+	100.0%	

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na not available
* In-house estimates.

KENTUCKY

LEXINGTON-FAYETTE - MSA

Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties, KY	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Bestway	1		Malone & Hyde, Inc., Nicholasville, KY
Buy Low	2		na
Convenient (C)	26		Own, Louisville, KY**
Foodtown	5		Affiliated Foods, Lexington, KY
Gateway	1		na
Kroger	9		Own, Lousville, KY
Mini Mart (C)	6		Own, Bowling Green, KY**
PDQ	2		na
Pic-Pac (C)	2		Malone & Hyde, Inc., Nicholasville, KY
Randall's	6		Own, Lexington, KY
Winn Dixie	5		Own, Louisville, KY
OTHER GROCERY STORES	na		
TOTAL	65+		

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na not available
(C) Convenient Stores
* Share of Market Data is unobtainable.
**These are locations of buying offices.

Note: Information above covers Lexington market only; Fayette market information is unobtainable. According to our source, Lexington has experienced no changes since last year. Above information kindly provided by "The Lexington Herald-Leader".

LOUISVILLE (KY-IN) - MSA

Bullitt, Jefferson, Oldham, and Shelby, Counties, KY Clark, Floyd and Harrison Counties, IN	No. of Stores	Share of Customers*	Principal Supplier
LEADING CHAINS:		70.0%	
Kroger	29	46.0	Own, Louisville, KY
Winn Dixie	33	24.0	Own, Louisville, KY
LEADING INDEPENDENTS:		13.0%	
Valu Warehouse of Groceries	6	7.0	Malone & Hyde, Nicholasville, KY and Super Valu, Xenia, OH
Buy-Low Foods	4	3.0	Scot Lad, Lima, OH
Melton Markets	8	2.0	Malone & Hyde, Nicholasville, KY
Pic-Pac	10	1.0	Malone & Hyde, Nicholasville, KY
Rite Shop Foods	2	**	Malone & Hyde, Nicholasville, KY
VOLUNTARY &/OR CO-O GROUPS:		3.0%	
Key Market	6	2.0	Various
Gateway/IGA	10	1.0	Wetterau, Bloomington, IN
LEADING CONVENIENCE STORE CHAINS:			
Convenient Food Mart	131	**	Winkler Wholesale, Dale, IN
Majik	8	**	na
Save-A-Step	24	**	Own, Louisville, KY
OTHER GROCERY STORES	na	14.0%	
TOTAL	271+	100.0%	

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na not available
* Share of Market Data reflects customer preference.
**Included in "Other Grocery Stores" percents.

Note: Above information kindly provided by "The Louisville Courier-Journal".

OWENSBORO - MSA

Daviess County	No. of Stores	% of Market Share(e)	Principal Supplier
LEADING STORES:		75.3%	
Foodland	9	37.5	Wetterau, Greenville, KY
Kroger	3	22.5	Own, Louisville, KY
Wetzel's	3	13.0	Scot Lad, Eldorado, IL
Save-A-Lot	1	2.3	na
CONVENIENCE STORES:		14.6%	
Pantry	14(e)	6.7	na
Jumpin' Jacks	7(e)	3.4	na
Convenient Food Mart	3(e)	1.5	na
Jr. Food Markt	3(e)	1.5	na
Super America	3(e)	1.5	na
OTHER GROCERY STORES	21(e)	10.1%	
TOTAL	67(e)	100.0%	

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na not available
(e) estimates

LOUISIANA

ALEXANDRIA - MSA

Rapides Parish	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	3		Own, New Orleans, LA
Delchamp's	2		Own, Mobile, AL
Food Mart	3		na
Food Service	6		na
Kroger	2		Own, Houston, TX
Piggly Wiggly	1		Malone & Hyde, Monroe, LA
Salley's	3		Malone & Hyde, Monroe, LA
Winn Dixie	3		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BATON ROUGE - MSA

Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		97.0%	
Super Fresh (A&P)	16	21.5	A&P, New Orleans, LA
Winn Dixie	14	20.5	Own, New Orleans, LA
Associated Grocers	56	12.0	Own, Baton Rouge, LA
Albertson's	3	8.0	Own, San Antonio, TX
Delchamps	5	8.0	Own, Mobile, AL
Hi Nabor	2	7.0	Own, Baton Rouge, LA
Real Superstore	2	6.0	Own, Harahan, LA
Schwegmann	1	6.0	Own, New Orleans, LA
National Supermarkets	4	5.0	Own, Harahan, LA
Piggly Wiggly	5	3.0	Own, Lafayette, LA
OTHER GROCERY STORES	na	3.0%	
TOTAL	108+	100.0%	

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na not available

HOUMA-THIBODAUX - MSA

Lafourche and Terrebonne Parishes	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, New Orleans, LA
Big Star	6		Malone & Hyde, Inc, Broussard, LA
Delchamps	1		Own, Mobile, AL
IGA	1		na
L&N	1		na
La Food Store	2		na
National	3		Own, Harahan, LA
Rouses	1		P.A. Menard, Inc. New Orleans, LA
Super Foods	1		Own, Orlando, FL
Winn Dixie	6		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAFAYETTE - MSA

Lafayette and St. Martin Parishes	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Delchamp's	3		Own, Mobile, AL
IGA	14		na
Kroger	2		Own, Houston, TX
National	2		Own, Harahan, LA
National Brand	15		na
Piggly Wiggly	3		Malone & Hyde, New Orleans, LA
Stop & Shop	8		na
Winn Dixie	2		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAKE CHARLES - MSA

Calcasieu Parish	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Abe's	3		na
Delchamp's	3		Own, Mobile, AL
Kroger	3		Own, Houston, TX
Market Basket	4		Own, Nederland, TX
Winn Dixie	2		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MONROE - MSA

Ouachita Parish

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Safeway	6		Own, Little Rock, AR
A&P	1		Own, New Orleans, LA
Brookshire	3		Own, Tyler, TX
Big Star	3		Malone & Hyde, Monroe, LA
County Market	1		Lewis, Indianola, MS
Budget Saver	1		Affiliated, Little Rock, AR
Piggly Wiggly	2		Malone & Hyde, Monroe, LA
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SHREVEPORT - MSA

Bossier and Caddo Parishes

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES::			
Brookshire	11		Own, Tyler, TX
Kroger	8		Own, Dallas, TX
Albertson's-Southco	2		Waples, Dallas, TX
Price-Lo	2		Grocery Supply, Houston, TX
County Market	2		Lewis, Indianola, MS
Piggly Wiggly	2		Malone & Hyde, Monroe, LA
7-Eleven (C)	50		Southland Corp., Baton Rouge, LA
OTHER GROCERY STORE	na		
TOTAL	77+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

MAINE

BANGOR - MSA

Parts of Penobscot and Waldo Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		56.0%	
Shop'N Save Supermarkets and Super Stores	27	49.0	Hannaford Bros., Scarborough, ME
Shaw's Super Store	2	7.0	Shaw's East, Bridgewater, MA
VOLUNTARY &/OR CO-OP GROUPS:		37.0%	
IGA Stores	36	18.0	Milliken-Tomlinson Co., South Portland, ME
Associated Grocers	160	15.0	Own, South Gardiner, ME
Yankee Grocers	9	3.0	Associated Grocers Co., South Gardiner, ME
Thriftway	7	1.0	Associated Grocers Co., South Gardiner, ME
OTHER GROCERY STORES	310	7.0%	
TOTAL	551	100.0%	

Note: According to our source, Bangor has experienced no changes since last year. Above information kindly provided by "The Bangor Daily News".

LEWISTON-AUBURN - MSA

Part of Androscoggin County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Shaw's	2		Own, East Bridgewater, MA
Shop 'N Save	3		Hannaford Bros., Co., Scarborough, ME
OTHER GROCERY STORES	na		
TOTAL	5+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PORTLAND - MSA

Parts of Cumberland and York Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	2		Wetterau Foods, Portland, ME
Shaw's	7		Own, East Bridgewater, MA
Shop 'N Save	7		Hannaford Bros., Co., Scarborough, ME
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MARYLAND

CUMBERLAND (MD-WV) - MSA

Allegany County, MD and Mineral County, WV	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	4		Own, Montvale, NJ
Acme	2		Own, Philadelphia, PA
County Market	1		Super Valu, Greensburg, PA
Martin's	1		Own, Carlisle, PA
Shop 'N Save	1		Super Valu, Greensburg, PA
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

HAGERSTOWN - MSA

Washington County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		42.0%	
Martin's	3	33.0	Giant Food, Carlisle, PA
Weis	2	9.0	Own, Sunbury, PA
VOLUNTARY &/OR CO-OP GROUPS:		2.0%	
Community Supermarket	1	1.0	Creasey Co., Hagerstown, MD
Old Orchard	1	1.0	Creasey Co., Hagerstown, MD
Long Meadow Supermarket	1	*	Creasey Co., Hagerstown, MD
LEADING INDEPENDENTS:		10.0%	
County Market	1	8.0	Various
Rocky Ridge Farm Market	1	1.0	Creasey Co., Hagerstown, MD
Towne and Country	1	1.0	Fox Groc. Co., Belle Vernon, PA
Sunnyway	1	*	Various
OTHER GROCERY STORES	na	46.0%	
TOTAL	12+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Hagerstown Herald Mail Co.".

MASSACHUSETTS

BROCKTON - PMSA

Part(s) of Bristol, Norfolk and Plymouth Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		55.9%	
Angelo's/Curtis	30	17.0	Own, Rockland, MA
Shaws	4	11.0	Own, East Bridgewater, MA
Stop & Shop	4	10.0	Own, Boston, MA
Purity Supreme	3	7.0	Own, North Billerica, MA
Star Markets	na	4.0	Own, Cambridge, MA
A&P	na	2.0	Own, Springfield, MA
Christy's (C)	18	2.0	Roger Williams Co., Cumberland, RI
Morse's Food Marts	1	2.0	Own, Canton, MA
Fernandes	1	0.9	New England Grocery Supply, Northborough, MA
LEADING INDEPENDENTS:		3.0%	
Cumberland Farms (C)	27	3.0	Own, Canton, MA
Trucchis	2	*	na
OTHER GROCERY STORES	31	41.1%	
TOTAL	121+	100.0%	

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na not available
(C) Convenience Stores
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by the "The Brockton Enterprise".

FALL RIVER (MA-RI) -PMSA

Parts of Bristol County, MA Newport County, RI	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Almac's	3		Own, East Providence, RI
Food Mart	3		Sweet Live Foods, Northborough, MA
Shaw's	1		Own, East Bridgewater, MA
Stop 'N Shop	2		Own, North Quincy, MA
Valueland	1		James Ferrera, Canton, MA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Fall River (MA-RI) has experienced no changes since last year.

FITCHBURG-LEOMINSTER - MSA

Parts of Middlesex and Worcester Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
DeMoulas	3		Own, Tewksbury, MA
Farmers Wholesale	1		na
Heartland	1		Purity-Supreme, North Billerica, MA
Victory	6		Own, Leominster, MA
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

LAWRENCE-HAVERHILL (MA-NH)- PMSA

Parts of Essex County, MA and Rockingham County, NH	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		84.0%	
DeMoulas/Market Basket	10	73.0	Own, Tewksbury, MA
Barcelos	2	6.0	Associated Grocers, Manchester, NH
Purity Supreme	2	5.0	Own, North Billerica, MA and Food Center Wholesale Grocer North Billercia, MA
LEADING CONVENIENCE STORES:			
Cumberland Farms	2	*	Own, Canton, MA
Lil Peach	2	*	Own, Westford, MA and Purity Supreme, Westford, MA
Richdale	2	*	Own, Lynn, MA
OTHER GROCERY STORES	na.	16.0%	
TOTAL	20+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

LOWELL (MA-NH) - PMSA

Parts of Middlesex County, MA and Hillsborough County, NH	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Alexanders	4		Own, Lowell, MA
DeMoulas	9		Own, Tewksbury, MA
Heartland Food Warehouse	1		Purity-Supreme, North Billerica, MA
Lowell Food Warehouse	1		na
Purity-Supreme	2		Own, North Billerica, MA
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

NEW BEDFORD - MSA

Bristol and Plymouth Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Springfield, MA
Almac's	2		Own, East Providence, RI
Angelo's	2		Purity Supreme, North Billerica, MA
Fernandes	2		Sweet Life, Mansfield, MA
Food Mart	2		Roger Williams, Cumberland, RI
Heartland	1		Purity Supreme, North Billerica, MA
Purity Supreme	1		Own, North Billerica, MA
Shaw's	3		Own, East Bridgewater, MA
Super Place	1		Sweet Life, Mansfield, MA
Super Stop & Shop	1		Own, Quincy, MA
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
**Share of Market Data is unobtainable.

Note: Above information kindly provided by "The New Bedford Standard-Times".

PITTSFIELD - MSA

Parts of Berkshire County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	1		C&S Wholesale Grocers, Inc. Brattleboro, VT
Big Y	3		Sweet Life, Springfield, MA
Price Chopper	4		Golub Corp., Schenectady, NY
Stop & Shop	1		Own, Quincy, MA
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SALEM-GLOUCESTER - PMSA

Part of Essex County	No. of Stores	% of Market Share*	Principal Supplier
CHAIN STORES:			
A&P	1		Own, Springfield, MA
DeMoulas/Market Basket	1		Own, Tewksbury, MA
Purity Supreme/Heartland	4		Purity Supreme, North Billerica, MA
Shaw's	1		Own, Portland, ME
Star Market	2		Own, Cambridge, MA
Stop & Shop	1		Own, Boston, MA
Super Stop & Shop	1		Own, Boston, MA
INDEPENDENT STORES:			
Cape Ann Market	3		Sweet Life, Mansfield, MA
Crosby's	2		na
Farm Stand	1		na
Food Mart	2		na
Henry's Market	2		na
Ralph's Market	1		na
Steve's Market	1		na
CONVENIENCE STORES:			
Convenient Food Mart	4		Own, Reading, MA
Cumberland Farms	6		Own, Canton, MA
Richdale Dairy	11		Own, Lynn, MA
7-Eleven	2		Southland Corp., Bedford Hills, NY
White Hen Pantry	2		Own, Medford, MA
OTHER GROCERY STORES	na		
TOTAL	48+		

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na not available
* Share of Market Data is unobtainable.

SPRINGFIELD - MSA

Parts of Hampden and Hampshire Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		79.2%	
Big Y	22	23.6	Springfield Sugar, Suffield, CT
Stop & Shop	11	19.8	Own, Boston, MA
Waldbaum's Food Mart	8	12.4	C&S, Brattleboro, VT
Price Chopper	8	9.4	Own, Schenectady, NY
Shop Rite	5	6.4	Wakefern, Elizabeth, NJ
Edwards/Finast	2	3.8	Own, E. Hartford, CT
A&P	7	3.3	Own, Springfield, MA
Grand Union	1	0.5	Own, Waterford, NY
VOLUNTARY &/OR CO-OP GROUPS:			
Super Valu	4	*	na
CONVENIENCE STORES:			
Open Pantry	9	*	na
Mini Food Baskets	8	*	na
7-Eleven	8	*	na
OTHER GROCERY STORES	na	20.8%	
TOTAL =	93+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by "The Springfield Union News".

WORCESTER - MSA

Part of Worcester County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		64.0%	
Big Discount	10	23.0	C&S Wholsale Grocers, Inc. Worcester, MA
Shaws	10	17.0	Own, Worcester, MA
Victory	9	10.0	Wetterau, Inc., Leominster, MA
Stop & Shop	4	8.0	Own, North Quincy, MA
De Moulas/Market Basket	3	6.0	DeMoulas, Tewksbury, MA
INDEPENDENTS	27	33.0%	Various
OTHER GROCERY STORES	na	3.0%	
TOTAL	63+	100.0%	

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na not available
* In-house estimates.

MICHIGAN

ANN ARBOR - PMSA

Washtenaw County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES/SUPPLIERS:		92.0%	
Kroger	7	30.0	Own, Livonia, MI
Farmer Jack	3	17.8	Own, Detroit, MI
Meijer	2	10.3	Own, Grand Rapids, MI
Allied/Abner Wolf	6	9.7	Own, Detroit, MI
Spartan	4	6.5	Own, Grand Rapids, MI
A&P Stores	2	5.8	Own, Southfield, MI
IGA/Super Foods	4	4.5	Own, Bridgeport, MI
Seaway Foodtown	1	3.5	Own, Maumee, OH
Polly	1	2.0	Own, Livonia, MI
Associated Grocers	4	1.9	Own, Holt, MI
OTHER GROCERY STORES*	na	8.0%	
TOTAL	34+	100.0%	

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na not available
* Includes convenience stores.

BATTLE CREEK - MSA

Calhoun County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Felpausch	4		Spartan, Grand Rapids, MI
Meijer	1		Own, Grand Rapids, MI
Jewel Foods	1		Own, Chicago, IL
OTHER GROCERY STORES	na		
TOTAL	6+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BENTON HARBOR-ST. JOSEPH - MSA

Berrien County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		10.2%	
Meijer	1	6.2	Own, Grand Rapids, MI
Jewel	1	4.0	Own, Chicago, IL
VOLUNTARY &/OR CO-OP GROUPS:		32.6%	
Spartan	11	29.5	Own, Grand Rapids, MI
Certified Grocers	1	3.1	Own, Chicago, IL
LEADING INDEPENDENTS:		17.3%	
Super Valu	3	5.4	F.M.C., Ft. Wayne, IN
Wilts	1	3.0	F.M.C., Ft. Wayne, IN
Hilltop Foods	2	2.5	Scot Lad, Lansing, IL
Buy Low	1	2.0	Scot Lad, Lansing, IL
Eagle Super Markets	3	1.7	Scot Lad, Lansing, IL
Vineland Foodland	1	1.4	Viking, Muskegon, MI
IGA	1	1.3	Super Food, Vassar, MI
OTHER GROCERY STORES	na	39.9%	
TOTAL	26+	100.0%	

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na not available

Note: Above information cover both Benton Harbor and Saint Joseph; official MSA definition refers to only Benton Harbor.

FLINT - MSA

Genesee County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES/SUPPLIERS:		98.1%	
Hamady	21	25.9	Own, Flint, MI
Spartan	13	24.0	Own, Grand Rapids, MI
Kessel	6	17.3	Own, Flint, MI
Meijer	3	15.6	Own, Grand Rapids, MI
Associated Grocers	80	7.4	Own, Holt, MI
A&P	3	4.2	Own, Detroit, MI
IGA/Super Foods	5	3.7	Own, Bridgeport, MI
OTHER GROCERY STORES*	na	1.9%	
TOTAL	131+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Above information kindly provided by Booth Newspapers, Inc.

GRAND RAPIDS - MSA

Kent and Ottawa Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES/SUPPLIERS:		95.1%	
Spartan	57	55.1	Own, Grand Rapids, MI
Meijers	10	29.4	Own, Grand Rapids, MI
Viking	21	5.5	Own, Muskegon, MI
Eberhards	8	5.1	Own, Grand Rapids, MI
OTHER GROCERY STORES*	na	4.9%	
TOTAL	96+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Above information kindly provided by Booth Newspapers, Inc.

JACKSON - MSA

Jackson County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS/SUPPLIERS:		94.8%	
Meijers	2	27.2	Own, Grand Rapids, MI
Spartan	6	18.0	Own, Grand Rapids, MI
IGA/Super Foods	5	12.4	Super Foods, Bridgeport, MI
Kroger	2	11.3	Own, Livonia, MI
Polly's	3	9.9	Own, Livonia, MI
Jewel	1	8.8	Own, Chicago, IL
Associated Grocers	9	7.2	Holt, MI
OTHER GROCERY STORES*	na	5.2%	
TOTAL	28+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Above information kindly provided by Booth Newspapers, Inc.

KALAMAZOO - MSA

Kalamazoo County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.7%	
Spartan	21	54.2	Own, Grand Rapids, MI
Meijer	2	23.5	Own, Grand Rapids, MI
Jewel	3	13.6	Own, Chicago, IL
Cub	1	3.4	Own, Fort Wayne, IN
OTHER GROCERY STORES*	na	5.3%	
TOTAL	27+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Above information kindly provided by Booth Newspapers, Inc.

LANSING-EAST LANSING - MSA

Clinton, Eaton and Ingham Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food City	4		Own, Detroit, MI
Goff	3		Spartan, Grand Rapids, MI
Kroger	5		Own, Grand Rapids, MI
Meijer's Thrifty Acres	4		Own, Grand Rapids, MI
Quality Dairy (C)	30		Schiller Inc., Lansing, MI
Schmidt	6		Associated Grocers, Holt, MI
Shop-Rite	11		Spartan, Grand Rapids, MI
Thriftway	4		Viking, Muskegon, MI
OTHER GROCERY STORES	na		
TOTAL	67+		

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na not available

(C) Convenience Stores

* In-house estimates.

**Share of Market Data is unobtainable.

MUSKEGON - MSA

Muskegon County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		48.1%	
Meijer	3	17.3	Own, Grand Rapids, MI
Eberhard's	1	14.5	Scot Lad Foods, Chicago, IL
Thriftway	11	10.3	Viking, Muskegon, MI
D&W Food Stores	2	6.0	Spartan Stores, Grand Rapids, MI
VOLUNTARY &/OR CO-OP GROUPS:		2.5%	
IGA	2	2.5	Carpenter Cook Co., Menominee, MI
LEADING INDEPENDENTS:		39.4%	
Plumbs	6	15.8	Spartan Stores, Grand Rapids, MI
Thrif-T	5	12.0	Viking, Muskegon, MI
Family Food	1	7.8	Spartan Stores, Grand Rapids, MI
Orchard Foods	1	2.0	Viking, Muskegon, MI
Punches Foods	1	1.8	Viking, Muskegon, MI
LEADING CONVENIENCE STORE CHAINS:		2.0%	
Convenient Food Mart	4	1.0	na
7-Eleven	4	1.0	na
OTHER GROCERY STORES	na	8.0%	
TOTAL	41+	100.0%	

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na not available

SAGINAW-BAY CITY-MIDLAND - MSA

SAGINAW

Bay, Midland and Saginaw Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		91.2%	
Giant	8	26.8	Bay City Milling, Bay City, MI
Meijers	2	21.2	Own, Grand Rapids, MI
Kessel	3	17.9	Own, Flint, MI
A&P	2	9.0	Own, Detroit, MI
Spartan	3	7.0	Own, Grand Rapids, MI
IGA/Super Foods	3	5.4	Super Food Service, Bridgeport, MI
Bay City Milling	5	3.9	Own, Bay City, MI
OTHER GROCERY STORES*	na	8.8%	
TOTAL	26+	100.0%	

- -

BAY CITY

LEADING STORES:		92.0%	
Bay City Milling	28	24.4	Own, Bay City, MI
Meijer	1	18.5	Own, Grand Rapids, MI
Giant	4	17.9	Bay City Milling, Bay City, MI
IGA/Super Foods	3	10.6	Super Food, Bridgeport, MI
Kroger	1	7.4	Own, Livonia, MI
A&P	1	7.2	Own, Detroit, MI
Spartan	1	6.0	Own, Grand Rapids, MI
OTHER GROCERY STORES*	na	8.0%	
TOTAL	39+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Information on the Midland market was unobtainable. All above information kindly provided by Booth Newspapers, Inc.

DULUTH (MN-WI) - MSA

St. Louis County MN and Douglas County, WI	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	4		Gateway Foods, Duluth, MN
Red Owl	2		Own, Hopkins, MN
Super "1"	5		Miner's, Inc., Duluth, MN
Super Valu	5		Own, Eden Prairie, MN
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ROCHESTER - MSA

Olmsted County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Barlow Foods	1		na
Cubs Foods	1		Own, Stillwater, MN
Hy-Vee	1		Own, Chariton, IA
IGA	2		Gateway Foods, Duluth, MN
Mr. P's	2		na
Ron's Red Owl	2		Own, Hopkins, MN
Wise Buys	1		na
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ST. CLOUD - MSA

Benton, Sherburne and Stearns Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Byerly's	1		Own, Eding, MN
Coborn's	6		Own, St. Cloud, MN
Red Owl	1		Own, Hopkins, MN
7-Eleven (C)	2		Own, Rolling Meadow, IL
Super Valu	1		Own, Hopkins, MN
Tom Thumb	9		Gateway Foods, Minneapolis, MN
Warehouse Market	1		Nash Finch, Minneapolis, MN
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available

(C) Convenience Stores

* Share of Market Data is unobtainable.

Note: According to our source, Saint Cloud has experienced no changes since last year. Above information kindly provided by "The Saint Cloud Times".

MISSISSIPPI

BILOXI-GULFPORT (PASCAGOULA*) - MSA

Hancock and Harrison Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		93.0%	
Delchamps	8	30.0	Own, Mobile, AL
Kroger	4	17.0	Own, Memphis, TN
Winn Dixie	7	16.0	Own, New Orleans, LA
Commissary (Keesler)	1	9.0	Buy Direct
Jitney Jungle	2	7.0	McCurty-Holman, Jackson, MS
A&P	5	5.0	Own, New Orleans, LA
Piggly Wiggly	2	4.0	Malone & Hyde, Tupelo, MS
National	3	3.0	Own, New Orleans, LA
Jerry Lee's	na	1.0	na
Wayne Lee's	na	1.0	na
OTHER GROCERY STORES	na	7.0%	
TOTAL	32+	100.0%	

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na not available

* Information covers Pascagoula (MSA Definition: Jackson County), even though it is a separate MSA.

Note: Above information kindly provided by "The Biloxi Sun Herald".

JACKSON - MSA

Hinds, Madison and Rankin Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
County Market	1		na
Jitney Jungle	14		Own, Jackson, MS
Kroger	7		Own, Memphis, TN
New Deal	2		Lewis Grocer, Indianola, MS
Sack 'N Save	2		Jitney Jungle, Jackson, MS
Star Super	1		Lewis Grocer, Indianola, MS
Sunflower	9		Lewis Grocer, Indianola, MS
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

MISSOURI

COLUMBIA - MSA

Boone County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
AF Super	1		Affiliated Foods, Inc., St. Joseph, MO
Eastgate IGA	1		Whiterou, Kansas City, MO
Food Barn	1		Safeway, Kansas City, MO
Gerbes	2		Assoc. Grocers, Springfield, MO
Nowell's	3		Fleming Co., North Kansas City, KS
Price Chopper	15		Asso. Wholesale, Kansas City, KS
Schnucks	1		Own, Briggston, MO
Temple Stephen's	1		Assoc. Grocers, Springfield, MO
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available

*Share of Market Data is unobtainable.

Note: Above information kindly provided by The Columbia Tribune Publishing Company.

JOPLIN - MSA

Jasper and Newton Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Consumer	6		Own, Springfield, MO
Dillon's	6		Own, Springfield, MO
IGA	2		Fleming Foods, Joplin, MO
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Joplin has experienced no changes since last year.

ST. JOSEPH - MSA

Buchanan County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		60.0%	
Food For Less	2	25.0	Own, Kansas City, MO
Green Hills	4	18.0	The Fleming Co., Kansas City, MO
Food Barn	2	12.0	Own, Kansas City, MO
Misc. Convenience Stores	10	5.0	Own, Kansas City, MO
VOLUNTARY &/OR CO-OP GROUPS:		39.0%	
Affiliated Foods	34	38.0	Own, St. Joseph, MO
Aldi, Inc.	1	1.0	Own, Burlington, IA
OTHER GROCERY STORES	na	1.0%	
TOTAL	53+	100.0%	

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na not available

Note: According to our source, St. Joseph has experienced no changes since last year.

SPRINGFIELD - MSA

Christian and Greene Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Consumers	9		Own, Springfield, MO
Dillons	4		Assoc. Wholesale Grocers, Springfield, MO
Rameys	7		Assoc. Wholesale Grocers, Springfield, MO
Smitty's	3		Affiliated, Van Buren, AR
So-Lo	7		Assoc. Wholesale Grocers, Springfield, MO
OTHER GROCERY STORES	na		
TOTAL	30+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MONTANA

BILLINGS - MSA

Yellowstone County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Own, Aurora, CA
Buttrey's	5		Skaggs Alpha Beta, Salt Lake City, UT
IGA	7		Ryan's Wholesale, Billings, MT
K mart	2		na
INDEPENDENTS	12		Various
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

GREAT FALLS - MSA

Cascade County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Salt Lake City, UT
Buttrey	3		Skaggs Alpha Beta, Salt Lake City, UT
Circle K (C)	8		Circle K Stores, Boise, ID
IGA	3		Ryan's Wholesale, Billings, MT
Kwik Pik (C)	1		na
Mini-Mart (C)	5		na
Ryan Merchantile	1		Own, Billings, MT
Super America	2		Ryan's Wholesale, Billings, MT
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

NEBRASKA

LINCOLN - MSA

Lancaster County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Econo Foods	1		Nash Finch Co., Lincoln, NE
Food Bonanza	1		Nash Finch Co., Lincoln, NE
Food 4 Less	3		Habes, Laurens, IA
Hinky Dinky	3		Nash Finch Co., Lincoln, NE
Hy-Vee	4		Own, Cherokee, IA
IGA	6		Fleming Co., Inc., Lincoln, NE
Save Mart	1		Nash Finch Co., Lincoln, NE
Super Saver	2		Fleming Co., Inc., Lincoln, NE
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by "The Lincoln Journal Star".

OMAHA (NE-IA) - MSA

Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		59.8%	
Baker's	10	29.0	United AG, Omaha, NE
Hy-Vee	10	17.0	Own, Chariton, IA
Albertson's	5	10.0	Own, Denver, CO
Hinky Dinky**	3	3.0	Nash Finch, Lincoln, NE
Food City**	2	0.8	Nash Finch, Lincoln, NE
VOLUNTARY &/OR CO-OP GROUPS:		2.3%	
Super Valu	2	1.0	Own, Des Moines, IA
Foodway Stores, Inc.**	4	0.8	United AG, Omaha, NE
Jack & Jill Food Centers	2	0.2	Nash Finch, Lincoln, NE
Spartan Stores	5	0.2	United AG, Omaha, NE
IGA Foodliners	2	0.1	Fleming Foods, Lincoln, NE
LEADING INDEPENDENTS:		4.3%	
A.F. Base Commissary	1	4.0	United AG, Omaha, NE
Broadway Foodland	1	0.3	Hakes, Div. of Schrivner, Laurens, IA
WAREHOUSE/BOX STORES:		30.0%	
Food-4-Less	5	9.0	Hakes, Div. of Schrivner, Laurens, IA
No Frills Supermarket	5	9.0	United AG, Omaha, NE
Bag 'N Save**	3	6.0	United AG, Omaha, NE
Cub Foods	1	4.0	Super Valu, Des Moines, IA
World of Food**	1	2.0	Nash Finch, Lincoln, NE
OTHER GROCERY STORES	182	3.6%	
TOTAL	244	100.0%	

Source: Consumer Preference Study, 1989, (C) 1989 by "The Omaha World-Herald".

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* Market shares percentages based on the following question: "At what store has your household spent the most for groceries in the last 12 months?"

**Hinky Dinky bought Food City October 1988. Foodway Stores include Louis Market, Bedford Market, Phil's Foodway and Total Foods. Bag 'N Save bought World of Food July 1988. Food 4 Less will open 6th store in Omaha during 1989.

NEVADA

LAS VEGAS - MSA

Clark County	No. of Stores	% of Customer Preference*	Principal Supplier
LEADING CHAINS:		85.0%	
Lucky	16	24.0	A.H. Lewis, Las Vegas, NV
Von's	15	22.0	Own, El Monte, CA
Smiths Food King	10	18.0	Certified Grocers, Los Angeles, CA
Albertson's	11	17.0	Certified Grocers, Los Angeles, CA
Food 4 Less	2	4.0	Fleming Foods, Salt Lake City, UT
OTHER GROCERY STORES	na	15.0%	
TOTAL	54+	100.0%	

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na not available

* Percents based on the following question: "At which grocery store do you do your primary grocery shopping?"

Note: Above information kindly provided by "The Las Vegas Review-Journal".

RENO - MSA

Washoe County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.3%	
Raley's	7	35.8	United Grocers, Sacramento, CA
Warehouse Markets	12	26.0	Bavarian Wholesale Grocery Co., Sparks, NV
Albertson's	6	12.8	Own, Salt Lake City, Utah
Safeway	2	10.0	Own, Freemont, CA
Sak 'N Save	2	7.7	Bavarian Wholesale Grocers, Sparks, NV
7-Eleven (C)	19	2.0	A.M. Lewis, Las Vegas, NV
Smith's Food King	3	*	na
The Market	1	*	na
OTHER GROCERY STORES	na	5.7%	
TOTAL	52+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Reno Gazette-Journal".

NEW HAMPSHIRE

MANCHESTER - MSA

Parts of Hillsborough, Merrimack and Rockingham Counties	No. of Stores	% of Market Share	Principal Supplier
CHAIN SUPERMARKETS:		97.0%	
Alexander's	7	37.5	Own, Dracut, MA
DeMoulas	4	21.0	Own, Tewksbury, MA
Purity/Heartland	2	13.2	Own, N. Billerica, MA
Shaw's	3	11.6	Own, Portland, ME
Allegro's	4	10.9	Own, Cambridge, MA
A&P	2	2.8	Own, Boston, MA
INDEPENDENT SUPERMARKETS:			
Sully's	2	2.5	Asso. Grocers, Manchester, NH
P & C	1	.7	na
Hi Go Markets	1	ng	Asso. Grocers, Manchester, NH
TOTAL	26	100.2%*	

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na not available   ng negligible
* Not equal to 100.0% due to rounding.

NASHUA - PMSA

Parts of Hillsborough and Rockingham Counties, NH	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Alexander's	3		Own, Lowell, MA
DeMoulas	4		Own, Tewksbury, MA
Purity Supreme	1		Own, North Billerica, MA
Shaw's	1		Own, Portland, ME
Soucy's Markets	3		na
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PORTSMOUTH-DOVER-ROCHESTER (NH-ME) - MSA

PORTSMOUTH

Parts of Rockingham and Strafford Counties, NH York County (part) ME	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	1		na
DeMoulas	2		Own, Tewksbury, MA
IGA	1		Own, Meadowbrook Village, ME
Shaw's	2		Own, E. Bridgewater, MA
Shop 'N Save/Pic 'N Pay	1		Own, Portsmouth, NH
OTHER GROCERY STORES:			
Richardson's Market	1		Own, Portsmouth, NH
TOTAL	8		

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na not available
* Share of Market Data is unobtainable.

Note: According to our source, Portsmouth has experienced no changes since last year. Portsmouth market information kindly provided by "The Portsmouth Herald"/Thomson Newspaper Inc.

DOVER

GROCERY STORES:	*	**	
DeMoulas	2		Own, Tewksbury, MA
Prescott Farms	1		na
Shaw's	2		Own, E. Bridgewater, MA
Shop 'N Save	2		Own, Portsmouth, NH
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* In-house estimates.
* Share of Market Data is unobtainable.

Note: Information on the Rochester market is unobtainable.

NEW JERSEY

ATLANTIC CITY - MSA

Atlantic and Cape May Counties	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		71.8%	
Shoprite	4	27.2	Wakefern Food, Elizabeth, NJ
A&P/Superfresh	9	19.6	Own, Florence & Edison, NJ
Acme	10	19.1	Own, Philadelphia, PA
Pathmark	1	5.9	Own, Philadelphia, PA
Thriftway	4	*	Fleming Foods, Oaks, PA
OTHER GROCERY STORES	na	28.2%	
TOTAL	28+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by "The Press of Atlantic City".

JERSEY CITY - PMSA

Hudson County	No. of Stores	% of Market Share(e)	Principal Supplier
LEADING STORES:		83.0%	
Pathmark	4	26.0	Supermarkets General, Woodbridge, NJ
Shoprite	4	25.0	Wakefern, North Bergen, NJ
May Fair	5	12.0	Twin County Grocers, Elizabeth, NJ
A&P	5	10.0	Own, Montvale, NJ
Acme (East)	2	5.0	American Stores Co., Whippany, NJ
Waldbaum's	1	3.0	Own, Central Islip, NY
Met Foods	3	2.0	White Rose Food, Farmingdale, NY
OTHER GROCERY STORES	na	17.0%	
TOTAL	24+	100.0%	

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na not available
(e) estimated

TRENTON - PMSA

Mercer County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Montvale, NJ
Acme	8		American Superstores, Wilmington, DE
Pathmark	1		Supermarkets General, Woodbridge, NJ
Shop 'N Bag	5		Frankford-Quaker, Philadelphia, PA
Shoprite	5		Wakefern, North Bergen, NJ
Super Fresh	3		Own, Florence, NJ
Thriftway	7		Fleming, Oaks, PA
OTHER GROCERY STORES	na		
TOTAL	31+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

VINELAND - MILLVILLE - BRIDGETON - PMSA

Cumberland County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Acme	3		Own, Philadelphia, PA
Chiar's	2		na
Eatmor	1		na
Fishers Market	2		na
IGA	3		Wetterau, Temple, PA
Pathmark	1		Supermarkets General, Woodbridge, NJ
Shop 'N Bag	3		Frankford-Quaker, Philadelphia, PA
Shoprite	2		Wakefern, North Bergen, NJ
Thriftway	4		Fleming, Oaks, PA
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* Share of Market Data is unobtainable.

NEW MEXICO

ALBUQUERQUE - MSA

Bernalillo County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		91.0%	
Safeway	12	22.0	Own, El Paso, TX
Smith's Food King	9	14.0	Tri-State, El Paso, TX
Skagg's Alpha Beta	4	13.0	Super Valu, Albuquerque, NM
Albertson's	4	12.0	Own, Denver, CO
Bag N' Save	4	10.0	Furr's, Lubbock, TX
Save 'N Gain	4	10.0	Furr's, Lubbock, TX
Food Emporium	1	7.0	Furr's, Lubbock, TX
Furr's	5	3.0	Own, Lubbock, TX
CONVENIENCE STORES:		8.3%	
Circle K	55	4.3	Affiliated Foods, Amarillo, TX
Allsups	19	2.0	McLane Western, Denver, CO
7-Eleven	22	2.0	McLane Western, Temple, TX
OTHER GROCERY STORES	na	0.7%	
TOTAL	139+	100.0%	

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na not available

LAS CRUCES - MSA

Dona Ana County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		87.0%	
Save 'N Gain	1	24.0	Furr's, Lubbock, TX
Albertson's	1	16.0	Own, Denver, CO
Safeway	1	16.0	Furrs, El Paso, TX
Furr's	1	12.0	Own, Lubbock, TX
Skagg's Alpha Beta	1	10.0	Super Valu, Albuquerque, NM
Smith's Food King	1	9.0	Tri-State, El Paso, TX
OTHER GROCERY STORES	na	13.0%	
TOTAL	6+	100.0%	

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na not available

Note: According to our source, Las Cruces has experienced no changes since last year. Above information kindly provided by The Papert Companies, Dallas, TX.

SANTA FE - MSA

Los Alamos and Santa Fe Counties	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		96.0%	
Save 'N Gain*	1	28.0	Furr's, Lubbock, TX
Skaggs Alpha Beta	1	20.0	Super Valu, Albuquerque, NM
Albertson's	2	17.0	Own, Denver, CO
Safeway	2	9.0	Furr's, El Paso, TX
Food Emporium	1	8.0	Furr's, Lubbock, TX
Smith's Food King	1	8.0	Tri-State, Albuquerque, NM
Furrs	1	6.0	Own, Lubbock, TX
OTHER GROCERY STORES	na	4.0%	
TOTAL	9+	100.0%	

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na not available

Note: According to our source Santa Fe has experienced no changes since last year. Above information kindly provided by The Papert Companies, Dallas, TX.

NEW YORK

BINGHAMTON - MSA

Broome & Tioga Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food King	1		Own, Binghamton, NY
Giant	12		Akel Warehouse, Johnson City, NY
Grand Union	6		Own, Waterford, NY
Great American	10		Own, Norwich, NY
Norman's	1		Own, Binghamton, NY
P&C	1		Own, Syracuse, NY
Price Choppers	1		Own, Schenectady, NY
OTHER GROCERY STORES	na		
TOTAL	32+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ELMIRA - MSA

Chemung County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Acme	1		Own, Syracuse, NY
Great American	2		Victory, Norwich, NY
P&C	2		Own, Syracuse, NY
Super Duper	2		S.M. Flickinger, Elmira Hgts., NY
Tops	2		Own, Buffalo, NY
Weis	1		Own, Sunbury PA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

GLENS FALLS - MSA

Warren & Washington Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Barbers Market	2		BI-LO, Albany, NY
Grand Union	6		Own, Waterford, NY
Lewis Super Market	1		P & C Cross, White River Junction, VT
Price Chopper	3		Own, Schenectady, NY
Shoprite	1		Own, Florida, NY
Shop 'N Save	1		Own, Portland, ME
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

NIAGARA FALLS - PMSA

Niagara County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		60.0%	
Tops Markets	5	60.0	Niagara Frontier Services, Buffalo, NY
LEADING CONVENIENCE STORES:		20.0%	
B-Kwik	2	10.0	Niagara Frontier Services, Buffalo, NY
Wilson Farms	6	9.0	Niagara Frontier Services, Buffalo, NY
7-Eleven	3	1.0	The Southland Corporation, Bedford Hills, NY
VOLUNTARY &/OR CO-OP GROUPS:		19.0%	
Super Duper-Pine Plaza	1	19.0	Flickinger Corp., Buffalo, NY
Bells	1	*	Peter J. Schmitt, Buffalo, NY
Super Duper-City Market	1	*	Flickinger Corp., Buffalo, NY
LEADING INDEPENDENTS:		*	
Slipko Bros.	1	*	Flickinger Corp., Buffalo, NY
OTHER GROCERY STORES	14	1.0%	
TOTAL	34	100.0%	

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* Included in "Other Grocery Stores" percent.

Note: According to our source, Niagara Falls has experienced no changes since last year. Above information kindly provided by "The Niagara Gazette".

ORANGE COUNTY - PMSA

Orange County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	3		Own, Montvale, NJ
Convenient Food Store (C)	1		Own, Ballston Lake, NY
CR Friendly's (C)	1		Own, Richland, PA
Grand Union	13		Own, Elmwood Park, NJ
Great American	3		Own, Norwich, NY
IGA	4		S.M. Flickinger, Buffalo, NY
Shoprite	12		Big V Inc., Florida, NY
Turkey Hill Minute Market (C)	2		Own, Lancaster, PA
24-Hour Store (C)	1		Own, Waltham, MA
Waldbaum's	3		Own, Central Islip, NY
Weis	2		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	45+		

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na not available

*Share of Market Data is unobtainable.

Note: Above information covers the Middletown, Newburgh and Port Jervis markets.

POUGHKEEPSIE - MSA

Dutchess County	No. of Stores	% of Market Share	Princpal Supplier
LEADING STORES:		78.3%	
Shoprite	4	33.0	Wakefern, Florida, NY
Grand Union	13	27.7	Own, Waterford, NY
Edwards	1	7.4	First National, Windsor Locks, CT
A&P	3	7.2	C&S Wholesale, Brattleboro, VT
IGA	2	3.0	S.M. Flickinger, Elmira Hights, NY
OTHER GROCERY STORES	na	21.7%	
TOTAL	23+	100.0%	

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na not available

Note: Above information kindly provided by "The Poughkeepsie Journal".

SYRACUSE - MSA

Madison, Onondaga and Oswego Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		60.0%	
P&C	18	25.0	Own, Syracuse, NY
Wegman's	7	17.0	Own, Rochester, NY
Price Chopper	8	14.0	Golub Corp., Schenectady, NY
Tops	2	2.0	Niagara Frontier Services, Buffalo, NY
Victory/Great American	4	2.0	Victory, Norwich, NY
INDEPENDENTS	44	39.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	83+	100.0%	

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na not available
* In-house estimates.

UTICA - ROME - MSA

UTICA

Herkimer and Oneida Counties	No. of Stores*	% of Market Share**	
GROCERY STORES:			
Chanatry	2		na
Chicago Market	7		Victory, Norwich, NY
Foodland	14		na
Grand Union	2		Own, Waterford, NY
Great American Stores	2		Victory, Norwich, NY
Hapanowicz Bros.	1		na
P&C	1		Own, Syracuse, NY
Price Chopper	2		Own, Schenectady, NY
OTHER GROCERY STORES	na		
TOTAL	31+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

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ROME

ALL CHAINS SUPERMARKETS:		65.0%	
Price Chopper	1	30.0	Own, Schenectady, NY
P&C	2	20.0	Own, Syracuse, NY
Great American	3	15.0	Own, Norwich, NY
ALL INDEPENDENT SUPERMARKETS:		2.0%	
Adolfi's	1	2.0	Scheidelman, Inc., Utica, NY
ALL VOLUNTARY &/OR CO-OP GROUPS:		10.0%	
Gilette's	1	8.0	na
Butcher Block	1	2.0	na
ALL OTHER GROCERY STORES	17	23.0%	
TOTAL	26	100.0%	

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na not available

Note: According to our source, Rome has experienced no changes since last year.

NORTH CAROLINA

ASHEVILLE - MSA

Area Covered: 16 County-Western North Carolina	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	7		Own, Greenville, SC
Food Lion	4		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
Ingles	29		Own, Asheville, NC
Winn Dixie	5		Own, Greenville, SC
OTHER GROCERY STORES	na		
TOTAL	46+		

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na not available
* Share of Market Data is unobtainable.

BURLINGTON - MSA

Almance County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Byrds	4		Quin Wholesale, Warsaw, NC
Food Lion	3		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
Winn Dixie	2		Own, Charlotte, NC
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FAYETTEVILLE - MSA

Cumberland County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		69.3%	
Winn Dixie	6	20.6	Own, Raleigh, NC
Food Lion	11	18.5	Own, Salisbury, NC
Kroger Sav-On	3	12.1	Own, Charlotte, NC
Harris-Teeter	3	11.1	Own, Charlotte, NC
Sav-A-Center	3	7.0	Own, Charlotte, NC
OTHER GROCERY STORES:		30.7%	
Economy Food Center	2	30.7	Various
Express Stop	5		
IGA	3		
Knight Brothers Food Mart	6		
O'Henry's Food Stores	4		
Quick Stop Stores	43		
Scotchman Stores	7		
Short Stop Stores	12		
Strickland's Grocery	6		
The Pantry	21		
V-Point Supermarket	2		
TOTAL	137	100.0%	

Note: Above information kindly provided by The Fayetteville Publishing Company.

GREENSBORO-WINSTON/SALEM-HIGH POINT - MSA

Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yodkin Counties

GREENSBORO

LEADING STORES:		94.0%	
Food Lion	11	40.8	Own, Salisbury, NC
Harris Teeter	9	24.1	Own, High Point, NC
Kroger	4	16.3	Own, Roanoke, VA
Winn Dixie	6	12.8	Own, Charlotte, NC
Fresh Market	3	*	Merchants Distributors Inc., Greensboro, NC
Food Rite	4	*	Central Carolina Grocers, High Point, NC
Best Way	1	*	Central Carolina Grocers, High Point, NC
Bi-Rite	1	*	Central Carolina Grocers, High Point, NC
OTHER GROCERY STORES	na	6.0%	
TOTAL	39+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by "The Greensboro News & Record".

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WINSTON-SALEM

LEADING CHAINS:		90.0%	
Food Lion	14	28.0	Own, Salisbury, NC
Food Fair	9	25.0	J.G. Messick & Sons, Inc. Winston-Salem, NC
Kroger	5	13.0	Own, Charlotte, NC
Winn Dixie	4	9.0*	Own, Charlotte, NC
Lowe's Foods	5	8.0	MDI, Hickory, NC
Harris-Teeter	4	7.0	Own, Charlotte, NC
VOLUNTARY &/OR CO-OP GROUPS:		2.0%	
Joe's Fine Foods/Galaxie	2	2.0	MDI, Hickory, NC
LEADING INDEPENDENTS		6.0%	
MT Tabor/Paragon/Grand Views	3	6.0	Central Carolina Grocers, Kernersville, NC
OTHER GROCERY STORES	2	2.0%	
TOTAL	48	100.0%	

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na not available
* Winn Dixie's percent based on a total of 5 stores. One store was closed after collection of data.
Note: Above information kindly provided by "The Winston-Salem Journal". Information on the High Point market is unobtainable.

HICKORY - MSA

Alexander, Burke and Catawba Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	1		Own, Greenville, SC
Food Lion	1		Own, Salisbury, NC
Harris Teeter	2		Own, Charlotte, NC
Kroger Sav-On	1		Own, Roanoke, VA
Winn Dixie	2		Own, Charlotte, NC
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* Share of Market Data is unobtainable.

Note: According to our source, Hickory has experienced no changes since last year.

JACKSONVILLE - MSA

Onslow County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Big Star	2		C.C.G., High Point, NC
Farm Fresh	1		na
Food Lion	4		Own, Salisbury, MA
IGA	5		Quin Wholesale, Warsaw, NC
Piggly Wiggly	2		Own, Kinston, NC
Pollard's	1		na
Winn Dixie	2		Own, Charlotte, NC
OTHER GROCERY STORES	17+		
TOTAL			

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

RALEIGH-DURHAM - MSA

Durham, Franklin, Orange and Wake Counties

RALEIGH

	No. of Stores	% of Market Shares*	Principal Supplier
LEADING CHAINS:		87.0%*	
Food Lion	14	31.0	Own, Salisbury, NC
Winn-Dixie	16	22.0	Own, Greenville, SC
Harris-Teeter	10	12.0	Own, Charlotte, NC
Farm Fresh	4	10.0	na
Save-A-Center (A&P)	8	7.0	A&P, Charlotte, NC
Kroger	2	2.0	Own, Charlotte, NC
Piggly Wiggly	3	2.0	Own, Kinston, NC
Fresh Market	2	1.0	Merchants Dist. Inc., Greenboro, NC
INDEPENDENTS:		2.0%	
Red & White	1	1.0	Thos. & Harcord, Durham, NC
IGA	1	1.0	Quinn Wholesale Co., Warsaw, NC
CONVENIENCE STORES:			
Circle K	5	**	Own, College Park, GA
Fast Fare	24	**	Own, Raleigh, NC
The Pantry	4	**	Own, Atlanta, GA
OTHER GROCERY STORES	na	11.0%	
TOTAL	94+	100.0%	

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na not available

* Percents based on answers to the following question: "At which store did you buy most of your groceries in the past seven days?"

** Included in "Other Grocery Stores" percent.

Note: According to our source, Market Share figures are from 4th quarter results, 1987. New figures will not be available till February of 1990. Above information kindly provided by "The Raleigh News & Observer/The Raleigh Times".

RALEIGH-DURHAM - MSA (continued)

		DURHAM	
LEADING CHAINS:		91.5%	
Food Lion	10	30.0	Own, Salisbury, NC
Kroger	5	22.5	Own, Salem, VA
Harris-Teeter	6	15.0	Own, Charlotte, NC
Winn Dixie	6	14.0	Own, Raleigh, NC
A&P	5	7.0	Own, Charlotte, NC
Byrd's Food Center	4	2.5	Own, Burlington, NC
Piggly Wiggly	1	0.5	Own, Kinston, NC
Buy Quick Food Mart	7	*	na
Circle K	8	*	Own, College Park, GA
Fast Fare (C)	5	*	Own, Henderson, NC
Food Mart	3	*	Own, Durham, NC
Ken's Quickie Mart (C)	4	*	na
7-Eleven (C)	8	*	The Southland Corp., Raleigh, NC
The Pantry	2	*	Own, Atlanta, GA
Town & Country	5	*	Own, Durham, NC
LEADING INDEPENDENTS:		5.0%	
Fowler's Food Store	1	2.0	Own, Chapel Hill, NC
Lyon's Food Store	1	1.0	Own, Durham, NC
Wellspring Grocery	1	1.0	Own, Durham, NC
Fowler's of Durham	1	0.5	Own, Durham, NC
King's Red & White	1	0.5	Thos. & Howard, Durham, NC
OTHER GROCERY STORES	na	3.5%	
TOTAL	84+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

WILMINGTON - MSA

New Hanover County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Food Lion	5		Own, Salisbury, NC
Harris-Teeter	3		Own, Charlotte, NC
Hills	8		Nash Finch, Lumberton, NC
Kroger Sav-On	1		Own, Atlanta, GA
Wilson's	5		Quinn Wholesale, Warsaw, NC
Winn Dixie	1		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by "The Wilmington Star-News".

NORTH DAKOTA

BISMARCK - MSA

New Hanover County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Super-Valu	4		Own, Bismark, ND
Red Owl	2		Own, Fargo, ND
Warehouse Market	1		Nash-Finch, Fargo, ND
Holiday	1		Fairway Foods, Fargo, ND
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FARGO - MOORHEAD (ND-MN) - MSA

Cass County, ND Clay County, MN	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		89.5%	
Hornbacher's	3	42.0	Super Valu, Fargo, ND
Sun Mart	6	31.0	Nash Finch, Minot, ND
Cash Wise Foods	1	16.5	na
LEADING INDEPENDENTS:		10.5%	
Larson's Super Valu	1	5.7	Super Valu, Fargo, ND
Jim's Super Valu	1	4.8	Super Valu, Fargo, ND
LEADING CONVENIENCE STORES:			
Food 'n' Fuel	7	*	na
Mini-Mart	4	*	Own, Casper, WY
7-Eleven	4	*	The Southland Corp., Chesterfield, MO
Stop 'n Go	12	*	na
TOTAL	39	100.0%	

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na not available

* Percent of Market Share is negligible.

GRAND FORKS - MSA

Grand Forks County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Own, Fargo, ND
Food Bonanza	1		Nash Finch, Fargo, ND
VOLUNTARY &/OR CO-OP GROUPS:			
Grand Forks Food Coop	1		Own, Grand Forks, ND
LEADING INDEPENDENTS:			
Hugo's	4		Nash Finch, Fargo, ND
Leevers	1		Super Valu, Fargo, ND
LEADING CONVENIENCE STORE CHAINS:			
Mini Mart	4		L.B. Hartz, Fargo, N.D.
Valley Dairy	10		Mini-Mart, Casper, WY
TOTAL	22		

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* Share of Market Data is unobtainable.

Note: Information above covers Grand Forks County, ND, as well as East Grand Forks (City) MN.

OHIO

AKRON - PMSA

Portage and Summit Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		70.0%	
Acme/Click/Y Mart	26	48.0	Fred W. Albrecht Grocery Co., Akron, OH
Fazios/Fishers/Carls	6	11.0	Heritage Wholesalers, Bedford Hgts., OH
The Tamarkin Co./Valu King	7	8.0	Giant Eagle, Inc., Youngstown, OH
Pick N Pay	2	3.0	First National, Cleveland, OH
INDEPENDENTS	37	26.0%	Various
OTHER GROCERY STORES	na	4.0%	
TOTAL	78+	100.0%	

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na not available
* In-house estimates.

CANTON - MSA

Carroll and Stark Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		39.5%	
Fisher Foods of Canton	6	20.0	Own, Canton, OH
Piggly Wiggly	5	10.0	American Seaway Foods, Bedford Hgts., OH
Carl's Super Store	1	5.0	Riser Foods, Bedford Hghts., OH
Sparkle	3	4.0	Peter J. Schmidt, Mogadore, OH
CFM	1	0.5	Scot Lad Foods, Lima, OH
Acme/Click	2	*	Fred W. Albrecht Groc. Co., Akron, OH
Apples	3	*	Peter J. Schmidt, Mogadore, OH
Cardinal Foods	2	*	Own, Columbus, OH
Giant Eagle	2	*	Own, Pittsburgh, PA
VOLUNTARY &/OR CO-OP GROUPS:		47.0%	
IGA	28	40.0	Fleming Co., Massilon, OH
A/G	17	7.0	Own, Dennison, OH
Food 4 Less	1	*	na
LEADING INDEPENDENTS:		4.0%	
Bordner's	2	4.0	Fleming Co., Massilon, OH
Bowman's Harvest Market	1	*	na
Cross Roads Supermarket	1	*	na
Lemmon's Market	1	*	na
Parkland Foods	1	*	Peter J. Schmidt, Mogadore, OH
Smith's Harvest Market	1	*	na
Super Duper Market	1	*	na
LEADING CONVENIENCE STORES:			
Dairy Mart	6	*	Own, Cuyahoga Falls, OH
Fast & Friendly Mart	2	*	na
7-Eleven	2	*	Own, Brookpark, OH
Shell Oil Food Mart	3	*	na
Sohio "On The Way" Mart	15	*	na
Spee Dee Foods/Minit Mart	18	*	Own, Akron, OH
Speedway/Gastown	17	*	Northern Oil, Findlay, OH
SuperAmerica	2	*	Ashland Oil, Ashland, KY
OTHER GROCERY STORES	na	9.5%	
TOTAL	144+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

DAYTON-SPRINGFIELD - MSA

DAYTON

Clark, Greene, Miami and Montgomery Counties

LEADING CHAINS:		65.0%	
Kroger	25	45.0	Own, Cincinnati, OH
Cub	3	8.0	Super Valu, Xenia, OH
Fulmer's	8	4.0	Super Valu, Xenia, OH
Stump's/Stump's U-Save	7	4.0	Allied, Indianapolis, IN
Metro	7	3.0	Cardinal Foods, Columbus, OH
Kash 'N Karry	1	0.5	Seaway Foodtown, Toledo, OH
Marsh	3	0.5	Own, Yorktown, IN
VOLUNTARY &/OR CO-OP GROUPS:		15.0%	
IGA	16	5.0	Super Food, Dayton, OH
White Villa	75	4.0	Own, West Carrollton, OH
Cardinal	10	3.0	Own, Columbus, OH
Super Valu	9	3.0	Own, Xenia, OH
LEADING INDEPENDENTS:		11.0%	
Bob's Food Warehouse	1	3.0	Scot Lad, Lima, OH
Eavey's	2	3.0	Allied, Indianapolis, IN
Dorothy Lane Market	1	1.0	Super Valu, Xenia, OH
Lofino	2	1.0	Super Valu, Xenia, OH
Phil & Jim's	2	1.0	Allied, Indianapolis, IN
Warehouse Club	1	1.0	na
Woody's	1	1.0	White Villa, Dayton, OH
OTHER GROCERY STORES	368	9.0%	
TOTAL	542	100.0%	

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SPRINGFIELD

	*	*	
LEADING STORES:		45.9%	
Kroger	3	39.6	Own, Cincinnati, OH
Big Bear	4	2.3	Own, Columbus, OH
Fulmer's	4	2.0	Super Valu, Springfield, OH
Super Valu	3	2.0	Own, Dayton, OH
OTHER GROCERY STORES	na	54.1%	
TOTAL	14+	100.0%	

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na not availble

* In-house estimates.

HAMILTON-MIDDLETOWN - PMSA

Butler County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	6		Super Food Service, Cincinnati, OH
Kroger	7		Own, Cincinnati, OH
Marsh	6		Own, Yorkstown, IN
Meijer	1		Own, Grand Rapids, MI
Sav-On	1		Cardinal Foods, Columbus, OH
Super Valu	4		Own, Xenia, OH
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available
* Share of Market Data is unobtainable.

LIMA - MSA

Allen and Auglaize Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Foodtown Kash 'n Karry	1		Scot Lad, Lima, OH
Ray's Supermarkets	5		na
VOLUNTARY &/OR CO-OP GROUPS:			
IGA	3		Super Food Service, Dayton, OH
LEADING INDEPENDENTS:			
Clyde Evans Markets	6		Food Marketing, Fort Wayne, IN
Clyde Evans County Markets	1		na
OTHER GROCERY STORES	19		
TOTAL	35+		

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na not available
* Share of Market Data is unobtainable.
Note: According to our source, Lima has experienced no changes since last year.

LORAIN-ELYRIA - PMSA

Lorain County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Eagle	6		American Seaway, Bedford Hghts., OH
Fazio	9		Fisher Food Co., Bedford Hghts. OH
Finast	1		First National Supermarket, Cleveland, OH
Foodliner	1		na
Geyer's	2		Own, Lexington, OH
Kroger	2		na
IGA	11		McLain, Massillon, OH
Rini/Rego	9		American Seaway, Bedford Hghts., OH
Sparkle	1		Peter J. Schmitt, Co., Mogadore, OH
CONVENIENCE STORES	20		
OTHER GROCERY STORES	na		
TOTAL	60+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MANSFIELD - MSA

Richland County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Edwards	1		Pick 'N Pay, Maple Heights, OH
Foodtown	1		Own, Toledo, OH
Kroger	3		Own, Cincinnati, OH
Neff's Cardinal Markets	2		Own, Columbus, OH
Super Dollar	4		na
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

STEUBENVILLE-WEIRTON (OH-WV) - MSA

Jefferson County, OH Brooke and Hancock Counties, WV	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Big Bear Plus			Own, Columbus, OH
Canella's	2		na
Convenient Foods (C)	4		Scot Lad Foods, Lima, OH
Convenience Market	1		Asso. Grocers, Dennison, OH
Foodland	9		Wetterau, Belle Vernon, PA
Kroger	5		Own, Columbus, OH
Lawson's (C)	1		Own, Cuyahoga Hgts., OH
Osso's	2		na
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available
(C) Convenience Stores
*Share of Market Data is unobtainable.

Note: Above information kindly provided by "The Steubenville Herald-Star".

TOLEDO - MSA

Fulton, Lucas and Wood Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		83.0%	
Food Town	58	38.0	Seaway Food Town, Maumee, OH
Kroger	14	30.0	Own, Westerville, OH
Cub	2	9.0	FMC, Fort Wayne, IN
Churchill	4	6.0	Spartan, Grand Rapids, MI
OTHER GROCERY STORES	na	17.0%	
TOTAL	78+	100.0%	

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na not available

YOUNGSTOWN-WARREN - MSA

Mahoning and Trumbull Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		66.0%	
Giant Eagle	15	24.0	Own, Pittsburgh, PA
Mahoning Sparkle Markets	13	17.0	P.J. Schmitt/Betsy Ross, Youngstown, OH
Foodland	8	14.0	Wetterau, Pittsburgh, PA
Valu King	9	9.0	Own, Pittsburgh, PA
Riverside	2	2.0	Penn Traffic Co., DuBois, PA
OTHER GROCERY STORES	na	34.0%	
TOTAL	47+	100.0%	

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na not available

Note: Above information kindly provided by WKBN Broadcasting Corp., Youngstown, OH, and another source who prefers to remain anonymous.

OKLAHOMA

ENID - MSA

Garfield County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Boys Market	4		Scrivner Inc., Oklahoma City, OK
McCartney's	1		na
Skaggs	1		na
United	1		Hale-Halsell Co., Tulsa, OK
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

LAWTON - MSA

Comanche County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Discount Foods	1		na
Herbs	6		Scrivner Inc., Oklahoma City, OK
Safeway	4		Own, Oklahoma City, OK
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

TULSA - MSA

Creek, Osage, Rogers, Tulsa and Wagoner Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		46.0%	
Skaggs Supercenter	6	18.0	Fleming Co., Inc., Richardson, TX
Price Mart/Horners	4	9.0	Associated Wholesale Grocers, Tulsa, OK
Warehouse/Family Markets	9	7.0	Affiliated Food Stores, Inc., Tulsa, OK
Sipes	3	4.0	Hale Halsell Co., Tulsa, OK
Bud's	6	2.0	Affiliated Food Stores, Inc., Tulsa, OK
Consumers IGA	2	2.0	Fleming Co., Inc., Stillwater, OK
Food World/Best Yet	3	2.0	Scrivners, Inc., Oklahoma City, OK
Reasor's	2	2.0	Scrivners, Inc., Tahlequah, OK
INDEPENDENTS	43	30.0%	Various
OTHER GROCERY STORES	na	24.0%	
TOTAL	78+	100.0%	

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na not available
* In-house estimates.

OREGON

EUGENE-SPRINGFIELD - MSA

Lane County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	7		West Coast Grocery, Salem, OR
Food Connection	1		na
Food Value	5		na
Food Warehouse	4		na
Safeway	8		Own, Portland, OR
Shop & Save	1		na
Thriftway	2		United Grocers, Portland, OR
Waremart	2		West Coast Grocery, Salem, OR
OTHER GROCERY STORES	na		
TOTAL	30+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

Note: Above information covers only the Eugene market. Information on Springfield is unobtainable.

MEDFORD - MSA

Jackson County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Portland, OR
Safeway	2		Own, Clackamas, OR
Sentry	2		C&K Markets, Inc., Brookings, OR
Thriftway	1		United Grocers Inc., Medford, OR
NW Foods	3		na
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SALEM - MSA

Marion and Poly Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	3		Own, Portland, OR
Food For Less	1		Fleming Foods, Portland, OR
Fred Meyer, Inc.	3		Own, Portland, OR
Safeway	9		Own, Portland, OR
Waremart	2		West Coast Grocery, Salem, OR
LEADING CONVENIENCE STORE CHAINS:			
Circle K Food Stores	20		McClane's, Kent, WA
Plaid Pantry	12		Fleming Foods, Portland, OR
7-Eleven	11		Southland Corp., Dallas, TX (For Southland-Main Office Location)
VOLUNTARY &/OR CO-OP GROUPS:			
IGA Stores	8		West Coast Grocery, Salem, OR
Thriftway	6		United Grocers, Portland, OR
LEADING INDEPENDENTS:			
Capital Market	1		na
Russ' Day N Nite	6		na
OTHER GROCERY STORES	56		
TOTAL	138		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, the Salem market has experienced no changes since last year.

PENNSYLVANIA

ALLENTOWN-BETHLEHEM (PA-NJ) - MSA

Carbon, Lehigh and Northhampton Counties, PA Warren County, NJ	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		80.0%	
Food Lane	19	38.0	Wetterau, Palmer, PA
Acme	12	14.0	American Stores Co., Whippany, NJ
Shop-Rite/Super Shop-Rite	4	6.0	Wakefern, Freehold, PA and Springfield, NJ
Pathmark	1	5.0	Supermarkets General Corp., Deran, NJ
Super Fresh	4	5.0	A&P, Florence, NJ
A&P	3	4.0	Own, Florence, NY
Giant	2	4.0	Super Rite Foods, Harrisburg, PA
Weis	5	4.0	Own, Sunbury, PA
INDEPENDENTS	23	18.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	73+	100.0%	

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na not available
* In-house estimates.

ALTOONA - MSA

Blair County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		61.0%	
Riverside Markets	11	28.0	Penn Traffic, Johnstown, PA
Weis	2	20.0	Own, Sunbury, PA
Giant Eagle	2	10.0	Own, Pittsburgh, PA
Shop 'N Save	1	3.0	Charley Bros., Greensburg, PA
VOLUNTARY &/OR CO-OP GROUPS:		37.0%	
IGA Foodliners	5	33.0	Gateway, Altoona/Huntington, PA
Economy A/G	4	2.0	Gateway, Altoona, PA
Foodland	1	2.0	Fox Grocery, Belle Vernon, PA
OTHER GROCERY STORES		2.0%	
BI-LO	1	2.0	Penn Traffic, Johnstown, PA
TOTAL	27	100.0%	

BEAVER COUNTY - PMSA

Beaver County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
C&L	1		na
Fast 'N Friendly	1		na
Foodland	10		Wetterau, Belle Vernon, PA
Giant Eagel	2		OK Grocery Co., Pittsburgh, PA
IGA	2		Gateway, Huntingdon, PA
Shop 'N Save	1		Carley Bros., Greensburg, PA
Stop & Go (C)	4		Own, Englewood, OH
Valu King	2		OK Grocery Co., Youngstown, OH
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

ERIE - MSA

Erie County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Giant Eagle	3		Tamarkin, Youngstown, OH
Loblaws	11		P.J. Schmitt, Sharon, PA
Shur Fine	7		Olean Wholesale, Olean, NY
Super Duper	4		Own, Jamestown, NY
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

HARRISBURG-LEBANON-CARLISLE - MSA

Cumberland, Dauphin, Lebanon & Perry Counties	No. of Stores	% of Market Share	Principal Supplier
CHAIN STORES:		44.4%	
Weis	16	23.4	Own, Sunbury, PA
Giant	10	15.2	Own, Carlisle Food Mkt., Carlisle, PA
Pathmark	2	5.8	Own, Woodbridge, NJ
INDEPENDENT STORES:		23.0%	
Redner's	2	11.4	Associated Wholesalers, Robesonia, PA
Karns	5	6.8	Own, Mechanicsburg, PA
Nells	1	2.5	na
Cresslers'	1	2.3	Own, Shippensburg, PA
VOLUNTARY &/OR CO-OP GROUPS:		47.5%	
IGA	1	23.8	G.H. Delp & Co., Temple, PA
FoodRite	6	10.3	na
Thriftway	4	6.0	Own, Middleton, PA
Super Fresh	3	4.3	A&P, Baltimore, MD
Super Thrift	2	3.1	P.A. & Small, York, PA
TOTAL	53	*	

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na not available

*Percents do not equal 100.0%, due to the fact that they are combined averages.

Note: Above information kindly provided by The Harrisburg Patriot-News Company.

JOHNSTOWN - MSA

Cambia and Somerset Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		44.0%	
Riverside	12	23.0	Penn Traffic, Johnstown, PA
Giant Eagle	3	12.0	OK Groc. Co., Pittsburgh, PA
U-Save	6	4.0	Penn Traffic, Johnstown, PA
BI-LO	1	3.0	Penn Traffic, Johnstown, PA
Shop & Save	3	2.0	Charley Bros., Greensburg, PA
AG-Economy	9	**	Own, Altoona, PA
Ideal Food	2	**	Reeves Parvin, Huntington, PA
OTHER GROCERY STORES	na	56.0%	
TOTAL	36+	100.0%	

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na not available

LANCASTER - MSA

Lancaster County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Acme	1		Own, Philadelphia, PA
Food Rite	2		na
Giant	5		Super Rite, Harrisburg, PA
IGA	8		G.H. Delp Co., Temple. PA
Jay's	1		na
Save-A-Lot	2		Moran, Bridgeport, NJ
Weiss	15		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	34+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

READING - MSA

Berks County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Acme	7		Own, Philadelphia, PA
Giant	1		Super Rite Foods, Harrisburg, PA
IGA	10		Wetterau, Temple, PA
Pathmark	2		Supermarkets General, Delran, NJ
Redner's	9		Super Rite, Reading, PA
Thriftway	5		Fleming, Oaks, PA
Weis	6		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	40+		

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na not available
* Share of Market Data is unobtainable.

SCRANTON--WILKES-BARRE - MSA

Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties

SCRANTON

		*	
LEADING STORES:		29.7%	
Acme/Super Saver	6	6.5	American Stores Co., Forty Fort, PA
Price Chopper	3	6.5	Golub Corp., Schenectady, NY
Giant of Scranton (Sure Save)	4	4.5	Affiliated, Scranton, PA
IGA	3	4.0	Own, Stroudsburg, PA
Insalaco's	3	3.8	Own, Pottstown, PA
Sunshine	2	1.7	Scott Grocery, Wilkes Barre, PA
Weis	1	1.4	Own, Sunbury, PA
Shop-Rite	1	1.3	Own, Florida, NY
OTHER GROCERY STORES	na	70.3%	
TOTAL	23+	100.0%	

- -

WILKES-BARRE

		*	
LEADING STORES:		42.8%	
Acme	14	15.1	Affiliated, Scranton, PA
Insalaco's	6	7.7	Affiliated, Scranton, PA
Weis	4	5.4	Own, Sunbury, PA
IGA	4	4.9	Wetterau, Temple, PA
Sunshine	5	4.2	Scott Grocery, Wilkes-Barre, PA
Giant	3	3.3	Affiliated, Scranton, PA
Price Chopper	1	2.2	Golub Corp., Schenectady, NY
A Plus Mini Market (C)	4	**	Own, Malvern, PA
Economy	50	**	Wyoming Valley Dist. Co., Wilkes Barre, PA
Fetch's Markets	2	**	Affiliated, Scranton, PA
Pantry Quick (C)	6	**	Own, Hazelton, PA
OTHER GROCERY STORES	na	57.2%	
TOTAL	99+	100.0%	

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na not available
(C) Convenience Stores
* In-house estimates.
**Included in "Other Grocery Stores" percent.

Note: Names, No. of Stores, and Principal Suppliers information for the Wilkes-Barre market, kindly provided by "The Wilkes-Barre Times Leader".

SHARON - MSA

Mercer County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Country Market	1		Asso. Groc., Dennison, OH
Donofrio's	1		na
Giant Eagle	1		Tamarkin, Youngstown, OH
Golden Dawn	9		Peter J. Schmitt, Sharon, PA
Valu-Rite	1		na
OTHER GROCERY STORES	na		
TOTAL	13+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

STATE COLLEGE - MSA

Centre County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	1		Gateway, Altoona, Huntington, PA
Riverside	4		Penn Traffic, Johnstown, PA
U-Save	1		Penn Traffic, Johnstown, PA
Weis	4		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WILLIAMSPORT - MSA

Lycoming County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Acme	2		American Stores, Co., Forty Fort, PA
Giant	1		Super Rite Foods, Carlisle, PA
Lantz Markets	2		Affiliated Food Distributors, Scranton, PA
Riverside	4		Penn Traffic, DuBois, PA
Weis	6		Own, Sunbury, PA
LEADING CONVENIENCE STORES:			
Stop-N-Go	4		Own, Williamsport, PA
Turkey Hill	2		Own, Lancaster, PA
Uni-Mart	5		Own, Pittsburgh, PA
Zippy Mart	4		Food Bag/Zippy Markets, Buwick, PA
OTHER GROCERY STORES	na		
TOTAL	30+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by "The Williamsport Sun-Gazette".

YORK - MSA

Adams and York Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		82.8%	
Weis	10	28.1	Own, Sunbury, PA
Giant	6	22.9	Own, Carlisle, PA
P.A. and Small	8	15.3	Own, York, PA
Jays	3	6.0	P.A. and Small, York, PA
Superfresh	3	5.3	Own, Baltimore, MD
Pathmark	1	5.2	Own, Woodbridge, NJ
VOLUNTARY &/OR CO-OP GROUPS:		7.7%	
AG	150	7.7	Asso. Wholesalers, Inc., York, PA
OTHER GROCERY STORES	na	9.5%	
TOTAL	181+	100.0%	

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na not available

PAWTUCKET-WOONSOCKET-ATTLEBORO (RI-MA) - PMSA

Parts of Bristol, Norfolk and Worcester Counties, MA; Providence County, RI	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Almacs	21		Own, East Providence, RI
Cumberland Farmer's Dairy	1		N. England Grocery Supply Co., Northborough, MA
Foodland	1		na
Food Mart	2		Sweet Life Goods, Northborough, MA
Heartland	1		na
IGA	5		Roger Williams, Cumberland, RI
Shaw's	2		na
Star	6		Own, Cambridge, MA
Stop 'n Shop	2		Own, North Quincy, MA
Superplace	4		na
Valueland	2		Own, Canton, MA
Wonder Food Market	2		C&S Wholesale, Worcester, MA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PROVIDENCE - PMSA

Bristol County and parts of Kent, Newport, Providence and Washington Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		79.0%	
Almacs	24	28.0	Own, East Providence, RI
Star	11	19.0	Own, Cambridge, MA
Stop & Shop	9	19.0	Own, North Quincy, MA
Great Scott	7	7.0	James Ferrera & Sons, Inc. Canton, MA
Big Discount Wonder Markets	1	4.0	C&S Wholesale, Worcester, MA
A&P	2	2.0	Own, Springfield, MA
OTHER GROCERY STORES	na	21.0%	
TOTAL	54+	100.0%	

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na not available
* In-house estimates.

SOUTH CAROLINA

ANDERSON - MSA

Anderson County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Charlotte, NC
BI-LO	4		Own, Mauldin, SC
Fast Fare (C)	14		Own, Raleigh, NC***
Ingles	3		Own, Black Mountain, NC
Kroger	2		Own, Charlotte, NC
Winn Dixie	4		Own, Taylor, SC
OTHER GROCERY STORES	na		
TOTAL	29+		

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na not available
(C) Convenience Store
* In-house estimates.
** Share of Market Data is unobtainable.

CHARLESTON - MSA

Berkeley, Charleston and Dorchester Counties	No. of Stores	% of Market Share(e)	Principal Supplier
LEADING CHAINS:		57.0%	
BI-LO	15	23.0	Own, Mauldin, SC
Food Lion	9	15.0	Own, Salisbury, NC
Winn Dixie	5	11.0	Own, Greenville, SC
Harris Teeter	4	8.0	Own, Charlotte, NC
VOLUNTARY &/OR CO-OP GROUPS:		37.0%	
Piggly Wiggly	25	26.0	Own, Charleston Hgts., SC
Foodland	14	10.0	Wetterau Foods, N. Charleston, SC
IGA	2	1.0	W. Lee Flowers, Lake City, SC
OTHER GROCERY STORES	na	6.0%	
TOTAL	74+	100.0%	

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na not available
(e) estimated
Note: Above information kindly provided by "The Charleston News & Courier/ The Charleston Evening Post".

COLUMBIA - MSA

Lexington and Richland Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		77.8%	
Food Lion	16	22.0	Own, Elloree, SC
Bi-Lo	11	18.0	Own, Mauldin, SC
Kroger Sav-On	7	17.0	Own, Charlotte, NC
Piggly Wiggly	7	8.0	Own, Charleston Hghts., SC
Red & White	8	6.0	Thomas & Howard Co., Columbia, SC
Military	1	4.0	Buy Direct
A&P	2	2.0	Own, Charlotte, NC
INDEPENDENTS	10	6.5%	Various
OTHER GROCERY STORES	na	16.5%	
TOTAL	62+	100.0%	

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na not available
* In-house estimates.

FLORENCE - MSA

Florence County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	1		Own, Mauldin, SC
Food Lion	3		Own, Salisbury, NC
IGA	1		W. Lee Flowers, Lake City, SC
Kroger Sav-On	1		Own, Charlotte, NC
Piggly Wiggly	3		Own, Charleston Hghts., SC
Thriftway	4		Thomas & Howard Co., Columbia, SC
Winn-Dixie	2		Own, Greenville, SC
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by "The Florence Morning News".

GREENVILLE-SPARTANBURG - MSA

Greenville, Pickens and Spartanburg Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
BI-LO	29		Own, Mauldin, SC
Community Cash	31		Own, Spartanburg, SC
Harris-Teeter	1		Own, Charleston, NC
Ingles	17		Own, Asheville, NC
Piggly Wiggly	2		Own, Charleston Hghts., SC
The Family Mart (Supers)	1		Own, Atlanta, GA
Winn Dixie	26		Own, Greenville, SC
VOLUNTARY &/OR CO-OP GROUPS:			
Associated Grocery	150		Own, Greenville, SC
LEADING INDEPENDENTS:			
Deal's Park Hills Grocery	1		MDI, Hickory, NC
LEADING CONVENIENCE STORES:			
Fast Fare	45		Thomas & Howard Co., Columbia, SC
Handee Food Mart	17		Own, Travelers Rest, SC
Majik Markets	6		Munford Inc., Atlanta, GA
Mr. Zip	32		Own, Spartanburg, SC
The Pantry	41		Own, Stamford, NC
OTHER GROCERY STORES	na		
TOTAL	399+		

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na not available
* Share of Market Data is unobtainable.

SOUTH DAKOTA

RAPID CITY - MSA

Pennington County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Aurora, CO
Praire Market	1		Nash Finch, Rapid City, SD
Safeway	3		Own, Denver, CO
Sooper Dooper	2		Affiliated Foods, Norfolk, NE
Thrift Center	2		Nash-Finch, Rapid City, SD
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SIOUX FALLS - MSA

Minnehaha County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		81.0%	
Hy-Vee	3	41.0	Own, Cherokee, IA
Sunshine	6	24.0	Super Valu, Des Moines, IA
Nash Finch	5	9.0	Own, Sioux Falls, SD
Randall's	1	7.0	Own, Mitchell, SD
OTHER GROCERY STORES	na	19.0%	
TOTAL	15+	100.0%	

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na not available

CHATTANOOGA (TN-GA) - MSA

Hamilton, Marion and Sequatchie Counties, TN Catoosa, Dade and Walker Counties, GA	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		61.0%	
Red Food	21	26.0	Own, Chattanooga, TN
Dixie Saving Stores	180	13.0	Own, Chattanooga, TN
Kroger	7	13.0	Own, Nashville, TN
Pruett Food Town	9	9.0	C.B. Ragland Co., Nashville, TN
Gooldlet	3	**	na
Food Lion	na	**	Own, Salisbury, NC
OTHER GROCERY STORES	na	39.0%	
TOTAL	220+	100.0%	

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na not available
* In-house estimates.
**Included in "Other Grocery Stores" percent.

CLARKSVILLE-HOPKINSVILLE (TN-KY) - MSA

CLARKSVILLE

Montgomery County, TN and Christian County, KY

GROCERY STORES:	*	**	
Beach Markets	1		na
Bi-Rite	1		Malone & Hyde, Nashville, TN
CB	3		C.B. Ragland, Nashville, TN
Foodtown	10		na
IGA	2		Wetterau Foods, Greenville, KY
Kroger	2		Own, Nashville, TN
Majik	3		Own, Atlanta, GA
Save-A-Lot	1		Own, St. Louis, MO
Shop Rite	2		C.B. Ragland, Nashville, TN
Super Value	1		Own, Anniston, AL
Winn-Dixie	2		Own, Louisville, KY
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available * In-house estimates. **Share of Market Data is unobtainable.

HOPKINSVILLE

		*	
LEADING CHAINS:		43.8%	
Kroger	1	19.6	Own, Nashville, TN
Houchens	1	12.6	Wetterau Foods, Greenville, KY
Winn-Dixie	1	11.6	Own, Louisville, KY
VOLUNTARY &/OR CO-OP		15.2%	
Save-A-Lot	1	8.6	Own, St. Louis, MO
IGA	3	6.6	Wetterau Foods, Greenville, KY
LEADING INDEPENDENTS:		11.0%	
Drury's Super Market	1	11.0	C.B. Ragland, Nashville, TN
Bill Martin's Cee Bee	2	**	C.B. Ragland, Nashville, TN
Gile's Food Market	1	**	Scotland Foods, Eldorado, IL
Swain's Jiffy Market	1	**	C.B. Ragland, Nashville, TN
LEADING CONVENIENCE STORES:		9.2%	
Dodge's Store	1	2.3	na
J.R. Food Stores	1	2.3	na
Mini Mart	6	2.3	na
The Pantry	3	2.3	na
OTHER GROCERY STORES	na	20.8%	
TOTAL	23+	100.0%	

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na not available

* These figures are estimates based on customer preference figures.

**Included in "Other Grocery Stores" percent.

Note: According to our source, Hopkinsville has experienced no changes since last year. Above information kindly provided by the Kentucky New Era Co., Inc.

JACKSON - MSA

Madison County

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		95.0%	
Kroger	3	25.0	Own, Memphis, TN
Hays Super Warehouse Foods	2	16.0	Malone & Hyde, Memphis, TN
Liberty	3	15.0	Malone & Hyde, Southhaven, MS
Super Valu	1	12.0	Lewis Grocers, Indianola, MS
Pic-Pac	1	10.0	Malone & Hyde, Memphis, TN
Warehouse Foods	1	10.0	Assoc. Grocers, Springfield, MS
E.W. James	1	4.0	Malone & Hyde, Southhaven, MS
OTHER GROCERY STORES	4	8.0%	
TOTAL	16+	100.0%	

JOHNSON CITY-KINGSPORT-BRISTOL (TN-VA) - MSA

Carter, Hawkins, Sullivan
Unicoi and Washington Counties, TN
Scott and Washington Counties, VA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		84.7%	
Food Lion/Save Rite	17	20.0	Own, Salisbury, NC
Food City	10	17.0	Mid-Mountain, Greenville, TN
Winn-Dixie	8	14.0	Own, Charlotte, NC
Kroger	5	11.0	Own, Roanoke, VA
Whites Discount Food	7	9.7	Own and Fleming Foods, Johnson City, TN
Food Country, USA	5	5.0	Fleming, Abingdon, VA
Ingles	1	3.0	Own, Black Mountain, NC
Publix	2	3.0	Fleming, Johnson City, TN
A&P	1	2.0	Own, Charlotte, NC
OTHER GROCERY STORES	na	15.3%	
TOTAL	56+	100.0%	

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na not availble
Note: Above information varified by "The Johnson City Press".

KNOXVILLE - MSA

Anderson, Blount, Grainger Jefferson, Knox, Sevier and Union Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		82.0%	
Kroger	14	31.0	Own, Nashville, TN
White Stores	28	17.0	Own, Knoxville, TN
Winn-Dixie	11	16.0	Own, Greenville, SC
Food Lion/Save Rite	10	6.0	Own, Salisbury, NC
Ingles	4	6.0	Own, Black Mountain, NC
Red Food	4	6.0	Own, Chattanooga, TN
OTHER GROCERY STORES	na	18.0%	
TOTAL	71+	100.0%	

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na not available

MEMPHIS (TN-AR-MS) - MSA

Shelby and Tipton Counties, TN
Crittenden Coutny, AR
De Soto County, MS

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Circle K (C)	26		na
Delta Express (C)	38		na
Kroger	24		Own, Memphis, TN
Mega Market	4		Malone & Hyde, Memphis, TN
Piggly Wiggly	6		Malone & Hyde, Memphis, TN
7-Eleven (C)**	56		Southland Corp., Tyler, TX
VOLUNTARY &/OR CO-OP GROUPS:			
Big Star Food Stores	28		Malone & Hyde, Memphis, TN
Chism Trial	4		na
Food Rite	12		Malone & Hyde, Memphis, TN
LEADING INDEPENDENTS:			
Food Depo	1		Lewis Grocer Co., Indianola, MS
Seesel's	7		Malone & Hyde, Memphis, TN
OTHER GROCERY STORES:			
Corner Grocery	10		na
Loeb's 7-11 Markets (C)	17		na
Save-A-Lot	2		na
TOTAL	235		

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na not available (C) Convenience Stores
* Share of Market Data is unobtainable.
**Sale of Southland Corp is pending.

NASHVILLE - MSA

Cheatham, Davidson, Dickson,
Robertson, Rutherford, Sumner
Williamson and Wilson Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		70.0%	
Kroger	31	51.0	Own, Nashville, TN
H.G. Hill	15	8.0	Own, Nashville, TN
Bill Crooks	8	3.0	Malone & Hyde, Inc., Nashville, TN
Cee Bee	6	3.0	C.B. Ragland Co., Nashville, TN
Randalls	2	2.0	Super Valu, Lexington, KY
Food World/Consumer Warehouse	1	1.0	Bruno's Inc., Birmingham, AL
Red	1	1.0	Own, Chattanooga, TN
Sunflower Food Store	1	1.0	Lewis Grocer Co., Indianola, MS
INDEPENDENTS	51	28.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	116+	100.0%	

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na not available
* In-house estimates.

TEXAS

ABILENE - MSA

Taylor County

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		80.0%	
Super Duper	7	40.0	Furrs, Lubbock, TX
Alberston's Southco	1	10.0	Waples West, Lubbock, TX
M-System	3	10.0	Fleming Foods, Lubbock, TX
Skaggs	1	10.0	na
Food Emporium	1	8.0	Furr's, Lubbock, TX
Fiesta Stores	1	2.0	na
OTHER GROCERY STORES	na	20.0%	
TOTAL	14+	100.0%	

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na not available
Note: According to our source, the Abilene market has experienced no changes since last year. The above information kindly provided by "The Abilene Reporter News".

AMARILLO - MSA

Potter & Randall County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		98.0%	
United Foods	6	40.0	Fleming Foods, Lubbock, TX
Safeway	5	32.0	Own, Oklahoma City, OK
Albertson's Southco	2	16.0	Fleming Foods, Lubbock, TX
Food Emporium	2	6.0	Furr's, Lubbock, TX
Furr's	2	4.0	Own, Lubbock, TX
OTHER GROCERY STORES	na	2.0%	
TOTAL	17+	100.0%	

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na not available
Note: Above information kindly provided by The Papert Companies, Dallas, TX.

AUSTIN - MSA

Hays, Travis and Williamson Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		91.0%	
H.E. Butt	19	29.0	Own, Austin, TX
Safeway	21	26.0	Own, Houston, TX
Tom Thumb/Simon Davis	13	22.0	Cullum, Dallas, TX
Skaggs Supercenters	3	9.0	Own, Richardson, TX
Albertson's	1	2.0	Fleming, San Antonio, TX
Market Basket	4	2.0	Grocers Supply, Nederland, TX
Fresh Plus	3	1.0	Sweeney, Austin, TX
INDEPENDENTS	11	5.0%	Various
OTHER GROCERY STORES	na	4.0%	
TOTAL	75+	100.0%	

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na not available
* In-house estimates.

BEAUMONT-PORT ARTHUR - MSA

Hardin, Jefferson & Orange Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Own, Richardson, TX
Discount Foods	1		Malone & Hyde, Beaumont, TX
Hometown	1		Schepps Grocery, Houston, TX
Howdy Doody	1		Grocers Supply, Houston, TX
King Saver	3		Asso. Grocer, Dallas, TX
Kroger	1		Own, Houston, TX
Market Basket	21		Grocers Supply, Houston, TX
Safeway	8		Own, Houston, TX
7-Eleven (C)	15		Grocers Supply, Houston, TX
OTHER GROCERY STORES	na		
TOTAL	52+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: According to our source, Beaumont-Port Arthur has experienced no changes since last year.

BRAZORIA - PMSA

Brazoria County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Richardson, TX
Budget Chopper	1		na
Food Fair	1		Garlands, Houston, TX
Gerland's	1		Own, Houston, TX
Kroger	4		Own, Houston, TX
Lucky 7	2		na
Safeway	3		Own, Houston, TX
Stanley's	1		na
Stewart's	1		na
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BROWNSVILLE-HARLINGEN - MSA

Cameron County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
El Centro	1		na
H.E. Butt	3		Own, San Antonio, TX
King Mart	1		Fleming, San Antonio, TX
Lopez	7		Groce-Wearden, Donna, TX
Loro's	1		na
Warehouse Grocery	1		na
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BRYAN-COLLEGE STATION - MSA

Brazos County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Kroger	2		Own, Houston, TX
Safeway	4		Own, Houston, TX
Skaggs	1		na
Winn Dixie	2		Own, Fort Worth, TX
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

CORPUS CHRISTI - MSA

Nueces and San Patricio Counties	No. of Stores	% of Market Share(e)	Principal Supplier
LEADING STORES:		99.0%	
H.E. Butt	13	75.0	Own, San Antonio, TX
Feudo	2	8.0	Scrivner/Groce-Weardon, Victoria, TX
Payless Foods	2	8.0	Fleming, San Antonio, TX
Albertson's	1	5.0	Own, San Antonio, TX
Super Mix	3	3.0	Fleming, San Antonio, TX
Circle K (C)	27	*	Own, Austin, TX
Maverick Markets (C)	58	*	Sweeney, San Antonio, TX
7-Eleven (C)	20	*	Own, Austin, TX
Sun Harvest	1	*	Fleming, San Antonio, TX
OTHER GROCERY STORES	na	1.0%	
TOTAL	127+	100.0%	

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na not available
(e) estimated
* Included in "Other Grocery Stores" percent.

EL PASO - MSA

El Paso County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		98.0%	
Safeway	14	41.0	Furrs, El Paso, TX
Save 'N Gain	6	18.0	Furr's, Lubbock, TX
Skaggs Alpha Beta	3	11.0	Super Valu, Albuquerque, NM
Big 8	5	7.0	Tri-State, El Paso, TX
Shur Save	10	6.0	Tri-State, El Paso, TX
Smith's Food King	4	6.0	Tri-State, El Paso, TX
Bag 'N Save	2	5.0	Furr's, Lubbock, TX
Food City	4	4.0	Tri-State, El Paso, TX
OTHER GROCERY STORES	na	2.0%	
TOTAL	48+	100.0%	

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na not available

Note: Above information kindly provided by The Papert Companies, Dallas, TX.

GALVESTON-TEXAS CITY - PMSA

Galveston County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Gerland's	3		Own, Houston, TX
King Saver	1		na
Kroger	2		na
Lucky 7	1		Own, Houston, TX
Randall's	1		Own, Houston, TX
Ronnie's	1		na
Safeway	1		Own, Houston, TX
Super Value Food Warehouse	1		Grocers Supply, Houston, TX
Texas Super	3		Fleming Food, Houston, TX
CONVENIENCE STORES:			
Circle K	10		Own, Houston, TX
7-Eleven	24		Southland Corp., Houston, TX
Stop 'N Go	9		Own, Houston, TX
OTHER GROCERY STORES	na		
TOTAL	57+		

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na not available
* In-house estimates.
**Share of Market data is unobtainable.

KILLEEN-TEMPLE - MSA

Bell and Coryell Counties

KILLEEN

LEADING CHAINS:		27.0%	
H.E.B.	3	15.0	Own, San Antonio, TX
Winn-Dixie	3	7.0	Own, Dallas, TX
Safeway	1	5.0	Own, Houston, TX
LOCAL INDEPENDENTS:		8.0%	
Bay-Dover IGA	2	4.0	Fleming, San Antonio, TX
King Saver	1	3.0	Affiliated Grocers, Dallas, TX
Brooks	1	1.0	Affiliated Grocers, Dallas, TX
CONVENIENCE STORES:		12.0%	
Mickey's	20	5.0	McLane Co., Temple, TX
7-Eleven	18	4.0	Southland Corp., Dallas, TX
Circle K	5	1.0	McLane Co., Temple, TX
Other	28	2.0	Various
U.S. ARMY COMMISSARY-FORT HOOD	1	52.0%	Various
OTHER GROCERY STORES	4	1.0%	
TOTAL	87	100.0%	

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na not available

TEMPLE

LEADING CHAINS:		58.0%	
H.E.B.	3	30.0	Own, Corpus Christi, TX
Safeway	1	13.0	Own, Houston, TX
Albertson's	1	10.0	Fleming Co., Inc., Fort Worth, TX
7-Eleven (C)	11	5.0	Southland Corp., Dallas, TX
VOLUNTARY &/OR COOPERATIVE GROUPS:		25.0%	
Piggly Wiggly	1	7.0	Malone & Hyde, Beaumont, TX
Zippy-Payless	15	7.0	McLane Co., Temple, TX
David's Supermarket	1	5.0	McLane Co., Temple, TX
Minimax	1	3.0	Fleming Co., Inc., Forth Worth, TX
Smith's Red & White	1	3.0	McLane Co., Temple, TX
LEADING INDEPENDENTS:		12.0%	
King Saver Food	2	9.0	Affiliated Grocers, Dallas, TX
Strausburger's	1	3.0	Affiliated Grocers, Dallas, TX
OTHER GROCERY STORES	17	5.0%	
TOTAL	55	100.0%	

(C) Convenience Store

LAREDO - MSA

Webb County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
El Rio Family Center	1		na
H.E.B.	4		Own, San Antonio, TX
Jitney Jungle	1		na
Kroger	1		Fleming, San Antonio, TX
Narvaez Grocery	1		na
Tom's	1		Own, San Antonio, TX
Tony's	2		na
Warehouse Grocery	3		na
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

LONGVIEW-MARSHALL - MSA

Gregg and Harrison Counties	No. of Stores*	% of Volume*	Principal Supplier
LEADING STORES:		92.0%	
Brookshire	7	30.0	Own, Tyler, TX
Super 1	1	20.0	Malone & Hyde, Monroe, LA
Kroger	3	17.5	Own, Dallas, TX
Winn-Dixie	4	14.5	Own, Fort Worth and Dallas, TX
Tom Thumb	1	10.0	Own, Dallas, TX
OTHER GROCERY STORES	122+	8.0%	
TOTAL	138+	100.0%	

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* In-house estimates.

Note: Above information based on figures kindly provided by The Papert Companies, Dallas, Texas.

LUBBOCK - MSA

Lubbock County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		99.0%	
United	10	53.0	Fleming, Lubbock, TX
Albertson's Southco	3	23.0	Fleming, Lubbock, TX
Food Emporium	2	14.0	Furr's, Lubbock, TX
Furr's	3	9.0	Own, Lubbock, TX
OTHER GROCERY STORES	na	1.0%	
TOTAL	18+	100.0%	

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na not available

Note: Above information kindly provided by The Papert Companies, Dallas, TX.

McALLEN-EDINBURG-MISSION - MSA

Hidalgo County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Carl's	1		Scrivner, Donna, TX
Globe	1		na
H.E.B.	4		Own, McAllen, TX
Jerry's	1		na
M. Rivas	3		Scrivner, Donna, TX
Scurlock's	1		Scrivner, Donna, TX
Trevino's	3		Ballard, Austin, TX
Warehouse Grocery	1		Food City, San Antonio, TX
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

Note: Information does not cover the Mission market.

MIDLAND - MSA

Midland County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		97.0%	
Albertson's Southco	2	37.0	Fleming, Lubbock, TX
Safeway	2	25.0	Furr's, El Paso, TX
Skaggs Alpha Beta	1	15.0	Fleming, Ft. Worth, TX
Furr's	2	14.0	Own, Lubbock, TX
M Systems	3	6.0	Affiliated, Dallas, TX
OTHER GROCERY STORES	na	3.0%	
TOTAL	10+	100.0%	

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na not available

Note: According to our source, Midland has experienced no changes since last year. Above information kindly provided by the Papert Companies, Dallas, TX.

ODESSA - MSA

Ector County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		90.0%	
Albertson's Southco	2	32.0	Fleming, Lubbock, TX
Furr's	3	28.0	Own, Lubbock, TX
Skaggs Alpha Beta	1	12.0	Fleming, Fort Worth, TX
Serv All	5	8.0	Affiliated, Amarillo, TX
Safeway	1	6.0	Furr's, El Paso, TX
Everybody's	1	2.0	Affiliated, Amarillo, TX
Gibson's Plus	1	2.0	Furr's, Lubbock, TX
OTHER GROCERY STORES	na	10.0%	
TOTAL	14+	100.0%	

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na not available

Note: Above information kindly provided by the Papert Companies, Dallas, TX.

SAN ANGELO - MSA

Tom Green County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		94.0%	
Furr's	2	21.0	Own, Lubbock, TX
Skaggs Alpha-Beta	1	21.0	Fleming, Fort Worth, TX
Albertson's	1	19.0	Fleming, Lubbock, TX
Winn-Dixie	2	15.0	Own, Fort Worth, TX
M-System	3	12.0	Own, San Angelo, TX
Food 'N More	1	6.0	Fleming, Lubbock, TX
OTHER GROCERY STORES	na	6.0%	
TOTAL	10+	100.0%	

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na not available

Note: Above information kindly verified by "The San Angelo Standard-Times."

SHERMAN-DENISON - MSA

Grayson County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Kroger	2		Own, Dallas, TX
Piggly Wiggly	3		Malone & Hyde, Denton, TX
Skaggs	2		Fleming Co. Inc., Fort Worth, TX
Tom Thumb	1		Own, Dallas, TX
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available

* Share of Market Data is unobtainable.

TEXARKANA, TX-AR - MSA

Bowie County, TX Miller County, AR	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		80.0%	
Albertson's	1	20.0	Waples, Dallas, TX
Price Slashers	2	18.0	Own, Little Rock, AR
Piggly Wiggly	3	17.0	Malone & Hyde, Monroe, LA
Skagg's Alpha Beta	1	12.0	Waples, Dallas, TX
Price Lo	1	10.0	Grocery Supply, Houston, TX
County Market	1	3.0	Affiliated, Little Rock, AR
OTHER GROCERY STORES	na	20.0%	
TOTAL	9+	100.0%	

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na not available

Note: Above information kindly provided by "The Texarkana Gazette", Texarkana, TX.

TYLER - MSA

Smith County	No. of Stores*	% of Volume*	Principal Supplier
LEADING STORES:		65.0%	
Brookshire	7	18.0	Own, Tyler, TX
Tom Thumb	1	18.0	Own, Dallas, TX
Skagg's Alpha Beta	1	14.0	Own, Dallas, TX
B-Mart	1	5.0	na
Beards	1	5.0	na
Jewel T	1	5.0	Own, Dallas, TX
OTHER GROCERY STORES	na	35.0%	
TOTAL	12+	100.0%	

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* In-house estimates.

Note: Above information based on information kindly provided by The Papert Companies, Dallas, TX.

VICTORIA - MSA

Victoria County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Fleming, San Antonio, TX
Bag & Save	1		Furr's, Lubbock, TX
Dick's	3		Scrivner/Groce-Wearden, Victoria, TX
H.E. Butt	2		Own, San Antonio, TX
Price-Lo	1		Stanley Stores, Bay City, TX
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WACO - MSA

McLennan County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Circle K (C)	20		na
H.E. Butt	5		Own, San Antonio, TX
Piggly Wiggly	2		Beard's, Tyler, TX
Sack 'N Save	1		Minyards, Coppell, TX
Safeway	3		Own, Houston, TX
7-Eleven (C)	23		Own, Dallas, TX
Skaggs Alpha Beta	1		Fleming, Ft. Worth, TX
United	1		Fleming, San Antonio, TX
Winn-Dixie	1		Own, Fort Worth, Tx
Zippy (C)	11		Own, Temple, TX
OTHER GROCERY STORES	na		
TOTAL	68+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

WICHITA FALLS - MSA

Wichita County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		40.0%	
Albertson's	1	15.0	Fleming Food Co., Lubbock, TX
Skaggs Alpha Beta	1	14.0	Fleming Food Co., Fort Worth, TX
Furr's	3	11.0	Own, Lubbock, TX
LEADING INDEPENDENTS:		54.0%	
United	5	44.0	Fleming Food Co., Lubbock, TX
Food Emporium	1	10.0	Furr's, Lubbock, TX
OTHER GROCERY STORES:		6.0%	
Affiliated	4	6.0	Own, Keller, TX
Big 9	2		na
Day & Night	1		na
King's Food	5		na
Kowis	1		na
7-Eleven	7		Southland Corp., Dallas, TX
TOTAL	31+	100.0%	

Note: Above information kindly provided by The Papert Companies, Dallas, TX, and another source who prefers to remain anonymous.

PROVO-OREM - MSA

Utah County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	4		Own, Salt Lake City, UT
Food 4 Less	1		Fleming Foods Co., SLC, UT
Macey's	3		Assoc. Food Stores, Inc., SLC, UT
Smith's	3		Own, Layton, UT
VOLUNTARY &/OR CO-OP GROUPS:			
Day's Thriftway	2		Assoc. Food Stores, Inc., SLC, UT
LEADING INDEPENDENTS:			
Allen's	3		Assoc. Food Stores, Inc., & Fleming Food Co., SLC, UT
Norton's	2		na
Reams	2		Assoc. Food Stores, Inc., SLC, UT
Storehouse Markets	4		na
LEADING CONVENIENCE STORES:			
Circle K	7		Own, Boise, ID
Hart's	3		na
7-Eleven	22		McLane Western, Denver, CO
OTHER GROCERY STORES:			
Walker's Food & Fuel	6		na
TOTAL	62		

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na not available
* Share of Market Data is unobtainable.

SALT LAKE CITY-OGDEN - MSA

Davis, Salt Lake and Weber Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		83.0%	
Smith's Food King	24	25.0	Own, Layton, UT
Albertson's	15	16.0	Own, Salt Lake City, UT
Harmon's	6	12.0	Fleming Co., West Valley City, UT
Skaggs-Alpha Beta/Buttreys/ Supercenters	7	12.0	Fleming Co., Richardson, TX and SLC, UT
Dan's	6	6.0	Associated Food Stores, Inc., SLC, UT
Ream's	8	6.0	Associated Food Stores, Inc., SLC, UT
Farmer Jacks	6	4.0	Bormans/Seg. Inc., SLC, UT
Military	1	2.0	Buy Direct
INDEPENDENTS	28	16.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	101	100.0%	

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na not available
* In-house estimates.

VERMONT

BURLINGTON - MSA

Parts of Chittenden, Franklin and Grand Isle Counties	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Grand Union	5		Own, Waterford, NY
P&C	4		Own, White River Jct., VT
Martin's	2		Hannaford Bros., Scarborough, ME
A&P	1		Own, Springfield, MA
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

VIRGINIA

CHARLOTESVILLE - MSA

Albemarle, Fluvanna and Greene Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food Lion	3		Own, Salisbury, NC
Giant	1		Farm Fresh, Norfolk, VA
IGA	2		Fleming, Waynesboro, VA
Kroger	1		Own, Roanoke, VA
Reid Super Save	2		na
Safeway	3		Own, Landover, MD
Superfresh	1		Own, Richmond, VA
OTHER GROCERY STORES	na		
TOTAL	13+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

DANVILLE - MSA

Pittsylvania County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Eddie's	1		Richfood, Richmond, VA
Food Lion	4		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
King's Food	1		Richfood, Richmond, VA
Kroger	2		Own, Roanoke, VA
Old Dutch	5		J.W. Wyatt & Co., Danville, VA
Piggly Wiggly	1		Paramount, Clinton, NC
Winn-Dixie	3		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
* Share of Market Data is unobtainable.

LYNCHBURG - MSA

Amherst and Campbell Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food Lion	3		Own, Salisbury, NC
Harris Teeter	8		Own, Charlotte, NC
Kroger	4		Own, Roanoke, VA
Piggly Wiggly	1		Mid-Mountain, Abingdon, VA
Quik-E Food (C)	7		na
7 Eleven (C)	8		na
Winn-Dixie	5		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available
(C) Convenience Store
* In-house estimates.
**Share of Market Data is unobtainable.

RICHMOND-PETERSBURG - MSA

RICHMOND

Market Area Covered: Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan Counties; Richmond and Colonial Heights Cities	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		39.1%	
Safeway	18	15.1	Own, Landover, MD
Food Lion	15	12.2	Own, Prince George Co., VA
Winn Dixie	10	6.0	Own, Raleigh, NC
Super Fresh	13	5.8	Own, Halethorpe, MD
VOLUNTARY &/OR CO-OP GROUPS:		49.8%	
Ukrops	18	29.9	Richfood, Richmond, VA
Farm Fresh (Food Carnival)	6	10.1	Richfood, Richmond, VA
Chuck's	11	5.7	Richfood, Richmond, VA
Siegels	6	2.4	Richfood, Richmond, VA
Town & Country Markets	2	0.9	Richfood, Richmond, VA
Lukhards	2	0.8	Richfood, Richmond, VA
OTHER GROCERY STORES	na	11.1%	
TOTAL	101+	100.0%	

- -

PETERSBURG

Market Area Covered: Dinwiddie and Prince George Counties; Petersburg and Hopewell Cities.	*	*	
LEADING STORES:		50.5%	
Safeway	3	12.5	Own, Landover, MD
Food Lion	3	12.0	Richfood, Richmond, VA
Sun	1	11.5	Super Fresh, Richmond, VA
Farm Fresh	1	8.5	Richfood, Richmond, VA
Winn-Dixie	2	6.0	Own, Raleigh, NC
OTHER GROCERY STORES	na	49.5%	
TOTAL	10+	100.0%	

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na not available
* In-house estimates.

Note: Information on the Richmond market kindly provided by "The Richmond Times-Dispatch/ The Richmond News Leader".

ROANOKE - MSA

Botetourt and Roanoke Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Lion	9		Own, Salisbury, NC
Harris-Teeter	6		Own, Charlotte, NC
Hop-In (C)	17		Own, Roanoke, VA
IGA	6		Fleming, Waynesboro, VA
Kroger	9		Own, Roanoke, VA
7-Eleven (C)	12		Own, Virginia Beach, VA
Thriftway	2		Richfood, Richmond, VA
Tom Boy	1		Richfood, Richmond,VA
Winn Dixie	5		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	67+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

WASHINGTON

BELLINGHAM - MSA

Whatcom County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson	1		West Coast Grocers, Tacoma, WA
Safeway	2		Own, Bellevue, WA
Thriftway	5		Assoc. Grocery, Seattle, WA
VOLUNTARY &/OR CO-OP GROUPS:			
Cost Cutter	1		Assoc. Grocery, Seattle, WA
Mark-It-Foods	1		Assoc. Grocery, Seattle, WA
Mark 'N Pak	1		Assoc. Grocery, Seattle, WA
LEADING INDEPENDENTS:			
Ennens Phase II	1		Assoc. Grocery, Seattle, WA
Haggen's	1		American Strevel, Kent, WA
LEADING CONVENIENCE STORES:			
AM/PM	3		na
7-Eleven	5		The Southland Corp., Tukwila, WA
TOTAL	21		

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na not available
* Share of Market Data is unobtainable.

BREMERTON - MSA

Kitsap County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Albertson's	2		West Coast Grocery, Tacoma, WA
Family Market	1		na
IGA	6		American Strevel, Kent, WA
Prairie Market	1		Tradewell, Kent, WA
Safeway	4		Own, Bellevue, WA
Shop-Rite	4		West Coast Grocery, Tacoma, WA
Stock Market	1		na
Thriftway	2		Assoc. Grocers, Seattle, WA
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

OLYMPIA - MSA

Thurston County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Albertson's	1		Own, Bellevue, WA
Mark & Pak	2		Assoc. Grocers, Seattle, WA
Marketplace	2		Olsons, Lynnwood, WA
Safeway	5		Own, Bellevue, WA
Shop-Rite	3		West Coast Grocery, Tacoma, WA
Thriftway	1		Assoc. Grocers, Seattle, WA
Top Foods	1		na
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unnobtainable.

RICHLAND-KENNEWICK-PASCO - MSA

Benton and Franklin Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	3		Own, Spokane, WA
Buttrey	4		Skaggs, Salt Lake City, Utah
IGA	2		West Coast Grocery, Spokane, WA
Meyer Market	1		Associated Grocery, Seattle, WA
Price Chopper	3		Associated Grocery, Seattle, WA
Safeway	2		Own, Bellevue, WA
Waremart	1		Own, Boise, ID
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available

* Share of Market Data is unobtainable.

SPOKANE - MSA

Spokane County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		79.4%	
Safeway	10	26.0	Own, Spokane, WA
Albertson's	7	17.7	West Coast Groc. Co., Spokane, WA
Tidyman's	5	17.0	West Coast Groc. Co., Spokane, WA
Rosauer's	12	15.7	URM Stores, Inc., Spokane, WA
Circle K (C)	8	1.5	McLane, North Western Wholesale Grocery, Tacoma, WA
7-Eleven (C)	18	1.5	McLane, Tacoma, WA
VOLUNTARY &/OR CO-OP GROUPS:		14.6%	
Excell	9	6.0	URM, Spokane, WA
Thrift	6	3.0	URM, Spokane, WA
Food Mart	2	2.0	URM, Spokane, WA
Yokes	3	1.5	URM, Spokane, WA
Food City	5	1.0	URM, Spokane, WA
Empire	2	0.6	West Coast Groc. Co., Spokane, WA
Price Plus	1	0.5	West Coast Groc. Co., Spokane, WA
OTHER GROCERY STORES	90	6.0%	
TOTAL	178	100.0%	

(C) Convenience Stores

TACOMA - PMSA

Pierce County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		53.0%	
Safeway	19	23.0	Own, Bellevue, WA
Mark-It/Thriftway/Holiday	8	13.0	Assoc. Grocers, Seattle, WA
Military	2	11.0	Buy Direct
Fred Meyer	4	6.0	Own, Seattle, WA
INDEPENDENTS	13	20.0%	Various
OTHER GROCERY STORES	na	27.0%	
TOTAL	46+	100.0%	

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na not available
* In-house estimates.

VANCOUVER - PMSA

Clark County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	2		Own, Portland, OR
AM/PM (C)	7		na
Convenient Food Mart (C)	24		na
Food Pavilion	2		Associated Grocers, Seattle, WA
Fred Meyer	3		Own, Portland, OR
Safeway	7		Own, Clackamas, OR
7 Eleven (C)	9		na
Thriftway	10		United Grocers, Portland, OR
OTHER GROCERY STORES	49		
TOTAL	113		

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na not avaialble
(C) Convenience Store
* Share of Market Data is unobtainable.

YAKIMA - MSA

Yakima County	No. of Stores	Estimated Share*	Principal Supplier
LEADING CHAINS:		61.7%	
Buttrey Foods	1	19.6	Jewel Co., Boise, ID
Safeway	6	19.3	Own, Seattle, WA
Albertson's	2	13.7	West Coast Groc. Co., Spokane, WA
Rosauer's	2	7.1	URM, Spokane, WA
Top Foods	1	2.0	Haggen, Bellingham, WA
VOLUNTARY &/OR CO-OP GROUPS:		27.8%	
Wray's Thriftway	3	12.0	Assoc. Grocers, Seattle, WA
Price Chopper	3	10.0	Assoc. Grocers, Seattle, WA
Gary's-Meads Red Apple Market	2	3.3	Assoc. Grocers, Seattle, WA
Wapato-Mead's Thriftway	1	2.5	Assoc. Grocers, Seattle, WA
Thriftway-Associated	1	**	Assoc. Grocers, Seattle, WA
LEADING INDEPENDENTS:		9.3%	
Fitz Foods	1	3.3	Assoc. Grocers, Seattle, WA
Benoit's Family Grocer	1	2.2	Assoc. Grocers, Seattle, WA
Laymans	1	1.5	Assoc. Grocers, Seattle, WA
Meads Family Grocer	1	1.3	Assoc. Grocers, Seattle, WA
Meads Thriftway	1	1.0	Assoc. Grocers, Seattle, WA
Mike's Empire Food	1	**	West Coast Groc. Co., Spokane, WA
Reynolds IGA	2	na	IGA, Portland, OR
Roy's IGA	1	na	IGA, Portland, OR
LEADING CONVENIENCE STORES:			
AM/PM Mini Mart	4	na	na
Cherry Patch Mini Mart	1	na	na
Roadrunner Deli Mart	6	na	na
7-Eleven	6	na	McClean, NW, Tacoma, WA
7-Eleven Union Gap	1	na	na
Tiger Mart	1	na	na
TOTAL	50	***	

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na not available

* Figures based on amount of revenue spent on advertising with "The Yakima Herald".

** Less than 1.0%

***Percents equal less than 100.0%, due to the fact that figures are not true market share.

Note: Above information kindly provided by "The Yakima Herald-Republic".

WEST VIRGINIA

CHARLESTON - MSA

Kanawha & Putnam Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		60.9%	
Kroger	13	47.0	Own, Salem, VA
Big Bear	1	9.9	Own, Columbus, OH
Super Valu	4	4.0	Own, Xenia, OH
VOLUNTARY &/OR CO-OP GROUPS:		13.9%	
Foodland	7	8.5	Wetterau, Milton, WV
IGA	7	5.4	Wetterau, Milton, WV and Fleming, Massallion, OH
LEADING INDEPENDENTS:		10.1%	
Fas-Chek	19	10.1	Wetterau, Milton, WV
OTHER GROCERY STORES	na	15.1%	
TOTAL	51+	100.0%	

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na not available

Note: According to our source, Charleston has experienced no changes since last year.

HUNTINGTON-ASHLAND (WV-KY-OH) - MSA

Cabell and Wayne Counties, WV Boyd, Carter and Greenup Counties, KY; Lawrence Co., OH	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Big Bear	3		Own, Columbus, OH
Cardinal	4		Own, Columbus, OH
Food Fair	4		United Grocer, Lesage, WV
Foodland	8		Wetterau, Milton, WV
Kroger	5		Own, Roanoke, VA
Piggly Wiggly	4		Mid-Mountain, Abingdon, VA
Tradewell	8		United Grocers, Lesage, WV
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available

* Share of Market Data is unobtainable.

PARKERSBURG - MARIETTA (WV-OH) - MSA

Wood County, WV Washington County, OH	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Big Bear	3		Own, Columbus, OH
County Market	1		Charley Bros., New Stanton, PA
Foodland	5		Wetterau, Milton, WV
IGA	4		McClain Grocery, Massillon, OH
Kroger	5		Own, Salem, VA
LEADING INDEPENDENTS:			
Colegate Food Center	1		Scot Lad Foods, Lansing, IL
Kirks Market	1		Associated Grocer, Dennison, OH
Ralph's	1		Wetterau Milton, WV & Associated Grocers, Huntington, WV
LEADING CONVENIENCE STORES:			
Mini Giant	3		na
Pantry Store	3		na
7-Eleven	5		na
SuperAmerica	5		na
TOTAL	37		

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na not available

*Share of Market Data is unobtainable.

Note: Above information kindly provided by "The Parkersburg News & Sentinel" and another source who wishes to remain anonymous.

WHEELING (WV-OH) - MSA

Marshall and Ohio Counties, WV Belmont County, OH	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Convenient Food Mart (C)	10		Own, Wheeling, WV
Farm Fresh	23		Richfood, Mechanicsville, VA
Giant Eagle	2		Own, Pittsburgh, PA
Hart's	1		Big Bear, Columbus, OH
Kroger	7		Own, Westerville, OH
Ross	4		P.J. Schmitt, Sharon, PA
Shop 'N Save	2		Charley Bros., Greensburg, PA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available (C) Convenience Stores

* In-house estimates. **Share of Market Data is unobtainable.

WISCONSIN

APPLETON-OSHKOSH-NEENAH - MSA

Calumet, Outagamie and Winnebago Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Austin's	1		na
Copps	1		Own, Stevens Point, WI
County Market	1		Super Valu, Green Bay, WI
Cub	1		Super Valu, Green Bay, WI
IGA	1		Copps, Stevens Point, WI
Kohl's	2		Own, Milwaukee, WI
Landens	1		na
Pick N' Save	2		Roundy's, Pewaukee, WI
Piggly Wiggly	2		Schultz Save-O-Stores, Sheboygan, WI
Priscott's Shop Rite	1		Roundy's, Pewaukee, WI
Red Owl	1		Own, Hopkins, MN
Save-U-Foods	3		Schultz Save-O-Stores, Sheboygan, WI
Sentry	5		Godfrey Co., Waukesha, WI
Super Valu	7		Own, Green Bay, WI
Towne & Country	3		S.C. Shannon, Appleton, WI
Warehouse Foods	1		Burnstad's, Tomah, WI
OTHER GROCERY STORES	na		
TOTAL	33+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

EAU CLAIRE - MSA

Chippewa and Eau Clair Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Copp's	1		Own, Stevens Point, WI
IGA	1		Copps, Stevens Point, WI
Randall's	1		Super Valu, Hopkins, MN
OTHER GROCERY STORES	na		
TOTAL	3+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

GREEN BAY - MSA

Brown County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		90.0%	
Cub Foods	2	41.0	Super Valu, Green Bay, WI
Sure Way	10	21.0	Carpenter Cook, Menominee, MI
Sentry	3	10.0	Godfrey Co., Waukesha, WI
Lindy's	3	8.0	Red Owl, Green Bay, WI
Red Owl	3	6.0	Own, Green Bay, WI
Super Ron's	2	2.0	S.C. Shannon, Appleton, WI
Kohl's	1	1.0	Own, Milwaukee, WI
Piggly Wiggly	1	1.0	Schultz Sav-O Stores, Inc., Sheboygan, WI
OTHER GROCERY STORES	na	10.0%	
TOTAL	25+	100.0%	

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na not available
* In-house estimates.

JANESVILLE-BELOIT - MSA

Rock County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Crystal	3		na
Eagle	2		na
Fox	2		na
Gentz	2		na
Kohl's II	2		Own, Milwaukee, WI
Piggly Wiggly	1		Schultz, Sheboygan, WI
Road Ranger	1		na
Sentry	3		Godfrey, Waukesha, WI
Stop 'N Go (C)	4		Own, Madison, WI
Super Valu	1		Own, Green Bay, WI
Woodman	2		Roundup, Milwaukee, WI
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

KENOSHA - PMSA

Kenosha County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Kohl's	3		Own, Milwaukee, WI
Pick 'N Save	1		Roundy's, Pewaukee, WI
Piggly Wiggly	2		Schultz, Sheboygan, WI
Sentry	2		Godfrey, Waukesha, WI
Sun Food	1		Godfrey, Waukesha, WI
Super Valu	1		Own, Green Bay, WI
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

LA CROSSE - MSA

La Crosse County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		84.8%	
Quillin	5	51.0	Own, La Crosse, WI
Rainbow	20	27.0	Gateway, La Crosse, WI
Stogen	5	6.8	Own, La Crosse, WI
Cub	1	**	Super Valu, Green Bay, WI
Festival	7	**	Gateway, La Crosse, WI
OTHER GROCERY STORES	na	15.2%	
TOTAL	38+	100.0%	

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na not available
* In-house estimates.
** Included in "Other Grocery Stores" percent.

MADISON - MSA

Dane County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		93.0%	
Woodman	2	27.0	Roundy's, Milwaukee, WI
Kohl's	6	20.0	Own, Milwaukee, WI
Cub	2	18.0	Super Valu, Green Bay, WI
Sentry	6	15.0	Godfrey, Waukesha, WI
Sav U Food Warehouse	2	10.0	Schultz, Sheboygan, WI
Food Country	2	3.0	Gateway, LaCross, WI
OTHER GROCERY STORES	na	7.0%	
TOTAL	20+	100.0%	

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na not available
* In-house estimates.

RACINE - MSA

Racine County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Convenient Food Mart (C)	3		na
Kohl's	3		Own, Milwaukee, WI
Open Pantry	8		na
PDQ	3		Schultz Sav-O, Sheboygan, WI
Piggly Wiggly	4		Schultz Sav-O, Sheboygan, WI
Randall's	1		Super Valu, Hopkins, MN
Roundy's/Red Ball	1		Own, Milwaukee, WI
Save U Foods	1		Schultz Sav-O, Sheboygan, WI
Sentry	2		Godfrey, Waukesha, WI
White Hen Pantry	1		na
OTHER GROCERY STORES	na		
TOTAL	27+		

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na not available
(C) Convenience Store
* In-house estimates.
**Share of Market Data is unobtainable.

SHEBOYGAN - MSA

Sheboygan County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Austins	2		United Grocers, Little Chute, WI
Pick & Save	2		Roundy's, Milwaukee, WI
Piggly Wiggly	7		Schultz Sav-O Stores, Sheboygan, WI
Sentry	1		Godfrey Co., Waukesha, WI
LEADING INDEPENDENTS:			
Bill's Red Owl	1		Red Owl, Green Bay, WI
Leudke's	1		Schultz Sav-O-Stores, Sheboygan, WI
Park & Save	1		Roundy's, Milwaukee, WI
Park & Shop	2		Roundy's, Milwaukee, WI
Zimmermann's	1		Roundy's, Milwaukee, WI
OTHER GROCERY STORES:			
Sunnyside Foods	1		Schultz Sav-O-Stores, Sheboygan, WI
Triangle Market	1		Schultz Sav-O-Stores, Sheboygan, WI
WAREHOUSE OPERATIONS:			
Park & Save	1		Shannon, Appleton, WI
Sav-U-Warehouse	1		Schultz Sav-O-Stores, Sheboygan, WI
TOTAL	22		

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* Share of Market Data is unobtainable.

WAUSAU - MSA

Marathon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		70.3%	
Bautsh's 29 Superfoods	2	41.6	Shannon, Green Bay, WI
County Market	1	12.7	Super Valu, Green Bay, WI
IGA	4	4.8	Copps, Stevens Point, WI
Super Valu	2	4.1	Own, Green Bey, WI
Piggly Wiggly (Drew's, Ron & Lloyds)	2	4.0	na
Red Owl	2	1.7	Own, Hopkins, MN
T-Mart	1	1.4	Roundy's, Milwaukee, WI
Kwik Trip	6	*	na
Village Pantry	3	*	na
OTHER GROCERY STORES	na	29.7%	
TOTAL	23+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

WYOMING

CASPER - MSA

Natrona County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Own, Boise, ID
Buttrey	2		Alpha Beta, Salt Lake City, UT
Safeway	3		Own, Denver, CO
Smith's Food King	1		Own, Layton, UT
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

CHEYENNE - MSA

Laramie County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	2		Own, Boise, ID
Buttrey Foods	2		Alpha Beta, Salt Lake City, UT
Dan's Super Foods	1		Super Valu, Denver, CO
Food 4 Less	1		Own, Omaha, NE
Mini-Mart (C)	10		McLane-Western, Denver, CO
Safeway	4		Own, Denver, CO
LEADING INDEPENDENTS:			
7-Eleven (C)	2		Assoc. Groc., Denver, CO
Super Foods	1		Assoc. Groc., Denver, CO
TOTAL	23		

(C) Convenience Stores

* Share of Market Data is unobtainable.

Note: According to our source, Cheyenne has experienced no changes since last year. Above information kindly provided by "The Wyoming Eagle & The Wyoming State Tribune".

PUERTO RICO

SAN JUAN - PMSA

Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja, Municipios

	No. of Stores*	% of Market Share**	Principal Supplier
CHAIN SUPERMARKETS:			
Amigo	6		na
Casablanca	4		na
Centro Plaza	5		na
Conchita	4		na
Criollo	16		na
Econo	10		na
Grande	4		na
Pueblo	18		na
Pueblo-X-Tra	6		na
Selectos	8		na
OTHER GROCERY STORES	na		
TOTAL	81+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

CANADA

ALBERTA

CALGARY

Census Metropolitan Area	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
All West	6		Assoc. Grocers, Calgary, AB
Calgary Co-op	12		Federated Cooperative, Calgary, AB
Canada Safeway	29		MacDonald's Consolidated, Calgary, AB
Food City	6		Assoc. Grocers, Calgary, AB
Food For Less	3		MacDonald's Consolidated, Calgary, AB
IGA	1		na
Jay's	5		McDonalds Consolidated Calgary, AB
Loaf 'N Jug	7		Assoc. Grocers, Calgary, AB
Mac's (C)	62		Core Mark Dist., Calgary, AB
Red Rooster (C)	8		Horne & Pitfield, Edmonton, AB
7-Eleven (C)	54		na
Super Valu	5		Western Grocers, Winnipeg, MN
OTHER GROCERY STORES	na		
TOTAL	198+		

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na not available
(C) Convenience Stores
* In-house estimates.
** Share of Market Data is unobtainable.

EDMONTON

Census Metropolitan Area	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Canada Safeway	45		MacDonald's Consoldiated, Calgary, AB
Food 4 Less	3		MacDonald's Consoldiated Calgary, AB
IGA	10		Horne & Pittfield, Edmonton, AB
Mac's (C)	43		Core Mark Dist., Calgary, AB
Red Rooster (C)	19		Horne & Pittfield, Edmonton, AB
7-Eleven (C)	48		na
Superstores	3		Westfair Foods, Winnipeg, Manitoba
OTHER GROCERY STORES	na		
TOTAL	171+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: Above information kindly provided by "The Edmonton Journal".

BRITISH COLUMBIA

VANCOUVER

Census Metropolitan Area	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	13		H.Y. Louie, Vancouver, B.C.
Overwaitea	8		Own, Vancouver, B.C.
Produce City	3		na
Safeway	46		MacDonald Consolidated, Calgary AB
Save-On-Foods	8		na
Super Valu	27		Kelly Douglas, Vancouver, B.C.
Woodwards Food Floor	6		Safeway, Calgary, AB
OTHER GROCERY STORES	na		
TOTAL	111+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

VICTORIA

Census Metropolitan Area	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Econo-mart	1		Kelly Douglas, Vancouver, BC
Fairways	1		na
IGA	1		H.Y Louie, Burnaby, B.C.
Low Cost Stores	1		na
Mac's Convenience (C)	1		na
Oakcrest	1		na
Safeway	1		MacDonald Consolidated, Calgary AB
Save-On-Foods	1		na
7 Eleven (C)	1		na
Shop-Easy	1		Kelly Douglas, Vancouver, BC
Thrifty's	1		na
Woodwards	1		Own, Vancouver, BC
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
(C) Convenience Store
* In-house estimates.
** Share of Market Data is unobtainable.

ONTARIO

HAMILTON

Halton and Wentworth Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	11		Own, Toronto, Ontario
Bulk Barn (Loblaws)	4		Own, Toronto, Ontario
Food City	2		Oshawa Group, Toronto, Ontario
Fortino (Loblaws)	11		Own, Toronto, Ontario
Miracle Food Mart (Steinbergs)	12		Own, Etobicoke, Ontario
Mr. Grocer	2		Willet Food Ltd., Kitchener, Ontario
No Frills (Loblaws)	3		Own, Toronto, Ontario
Red & White	3		Own, Toronto, Ontario
Super Center (Loblaws)	3		Own, Toronto, Ontario
Valdi	6		Own, Toronto, Ontario
Zehrs	2		Own, Toronto, Ontario
VOLUNTARY &/OR CO-OP GROUPS:			
IGA	12		Oshawa Group, Toronto, Ontario
LEADING INDEPENDENTS:			
Commisso	1		na
TOTAL	72		

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na not available * Share of Market Data in unobtainable.

KITCHENER

Census Metropolitan Area	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		64.0%	
Zehrs	12	34.8	Own, Cambridge, Ontario
Dutch Boy	6	17.4	Oshawa Group, Oshawa, Ontario
Knechtel's	1	3.0	na
Mr. Grocer	1	3.0	Willet Food Ltd., Kitchener, Ontario
Super Fresh	1	3.0	Oblaw's, Toronto, Ontario
Central	1	2.8	Own, Kitchener, Ontario
OTHER GROCERY STORES	na	36.0%	
TOTAL	22+	100.0%	

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na not available * In-house estimates.

OTTAWA

Carleton County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
A&P	4		Own, Toronto, ON
IGA	35		M. Lobb, Ottawa, ON
Loblaw's	12		National Grocers, Ottawa, ON
Mr. Grocer	1		The Food Group, Saint John, New Brunswick
Steinberg	12		Own, Toronto, ON
Your Independent Grocer	6		na
OTHER GROCERY STORES:			
Xtra	2		na
Valdi	4		na
TOTAL	76		

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na not available
* Share of Market Data is unobtainable.

TORONTO

York County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
A&P	1		Own, Toronto, ON
Dominion	1		na
Knob Hill Farms	1		Own, Toronto, ON
Loblows	1		Own, Toronto, ON
Miracle Food Mart	1		Steinberg's, Toronto, ON
Mr. Grocer	1		The Food Group, Saint John, New Brunswick
No Frills	1		na
Super Center	1		na
Valdi's	1		na
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

QUEBEC

MONTREAL

Metropolitan Area	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	60		Hudon et Deaudelin, Montreal, P.Q.
Maxi	4		na
Metro Richelieu	116		Own, Montreal, P.Q.
Provigo	67		Own, Montreal, P.Q.
Steinberg	72		Own, Montreal, P.Q.
Super Carnival	7		La Ferme Carnaval, La Salle, Quebec
OTHER GROCERY STORES	na		
TOTAL	326+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

QUEBEC CITY

Quebec County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	7		Hudon et Deaudelin, Montreal, P.Q.
Metro	22		na
Provigo	23		Own, Montreal, P.Q.
Rich Elieu	12		Own, Montreal, P.Q.
Steinberg	8		Own, Montreal, P.Q.
Super Carnival	3		La Ferme Carnaval, La Salle, Quebec
OTHER GROCERY STORES	na		
TOTAL	75+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PROFILES OF LEADING FOOD CHAINS

Note: Chains appear in alphabetical order, with their rank, based on their retail sales for the year, in front of their name.

1988 Statistics For Leading U.S. & Canadian Food Chains

Company	Sales 1988 (000's)	Net Income 1988 (000's)
Kroger	$ 19,053,020	$ 34,522
American Stores	18,478,354	98,251
George Weston	10,831,200	190,500
Super Valu	10,296,325	135,363
Great A&P	10,068,000	127,600
Winn-Dixie+	9,007,707	116,694
Loblaw	8,307,600	26,200
Albertson's+	6,773,061	162,545
Supermarkets General	5,962,162	(58,863)
Steinberg's	4,584,685	(17,011)
Oshawa	4,274,535	56,870
Vons*	3,916,600	(23,900)
Food Lion	3,815,426	112,541
Circle K	3,441,384	15,414
Giant Food	2,987,154	97,967
Grand Union*	2,716,896	43,405
Nash Finch	2,069,583	18,175
Hannaford	1,261,668	28,949
Weis Markets	1,189,236	82,624
Penn Traffic	1,179,924	(8,430)
Ruddick+	1,103,867	18,379
National Convenience	914,980	6,754
Delchamps*	899,532	12,140
Marsh Supermarkets	894,919	8,518
Ingles Markets	780,497	14,149
Dairy Mary	519,876	4,106
Foodarama	496,188	3,504
Arden Group	350,156	10,205

+ 53 weeks in 1988
* 52 weeks in 1988
( ) Designates a loss

Note: The criterion for inclusion in this list is that the sales of each chain be at least $350,000,000.

(8) ALBERTSON'S, INC.

P.O. Box 20
250 Parkcenter Boulevard
Boise, Idaho 83726
(208) 385-6200

OFFICERS: Warren E. McCain, chairman of the board & chief exec. officer; John B. Carley, president.

BUSINESS ACTIVITIES: Operates 497 stores in 17 western and southern states, broken down into 167 conventional supermarkets, 175 superstores, 127 combination food-drug units, and 28 warehouse stores.

NUMBER OF STORES (1989): 497

RETAIL SALES (1989+): $6,773,061,000

+ 53 weeks

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(2) AMERICAN STORES COMPANY

5201 Amelia Earhart Drive
Salt Lake City, Utah 84116
(801) 539-0112

OFFICERS: L.S. Skaggs, chairman of the board; Johnathan L. Scott, vice chairman & chief exec. officer, Alan D. Stewart; president & chief operating officer.

BUSINESS ACTIVITES: The company, through its subsidiaries, is engaged primarily in the operation of retail stores, selling drug and food merchandise through 1,917 retail food, drug and combination food/drug stores in 39 states.

NUMBER OF SALES (1988): 1,917

RETAIL SALES (1989): $18,478,354,000

(28) ARDEN GROUP, INC.

2020 South Central Avenue
Compton, California 90220
(213) 638-2842

OFFICERS: Curtis H. Palmer, chairman of the board; Bernard Briskin, president & chief executive officer.

BUSINESS ACTIVITIES: Operates supermarkets in Southern California under the names Mayfair and Gelson's. Also distributes communications equipment, and chemicals and equipment for the maintenance of swimming pools.

NUMBER OF STORES (1988): 14

RETAIL SALES (1988): $350,156,000

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(14) THE CIRCLE K CORPORATION

1601 North 7th Street
Phoenix, Arizona 85006
(602) 253-9600

OFFICERS: Karl Eller, chairman of the board; Robert M. Reade, president.

BUSINESS ACTIVITIES: Operates a chain of convenience food stores engaged in the retail sale of general merchandise, fast foods, groceries, tobacco products, health and beauty aids, and self-service gasoline in 25 states, located primarily in the South and West. The company also operates 104 stores in Great Britain through a joint venture and is involved in joint ventures or license agreements with companies that operate approximately 475 stores in five other foreign countries.

NUNBER OF STORES (1988): 4,685

RETAIL SALES (1989): $3,441,384,000

(26) DAIRY MART CONVENIENCE STORES, INC.

240 South Road
Enfield, CT 06082
(203) 741-3611

OFFICERS: Charles Nirenberg, chairman, chief exec. officer; Frank Colaccino, president & chief operating officer.

BUSINESS ACTIVITIES: Operates 1,133 convenience stores in 11 states in the Northeast, Midwest and Southeast, of which 702 are owned by the company and 431 are franchised. These stores operate under the name "Dairy Mart" in New England and the Midwest, and "Convenient Food Mart" in the Southeast. Many of the company's convenience stores (430) also dispense gasoline.

NUMBER OF STORES* (1989): 1,133

RETAIL SALES (1989): $519,876,000

* Includes franchised stores.

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(23) DELCHAMPS, INC.

305 Delchamps Drive
P.O. Box 1668
Mobile, Alabama 36633
(205) 433-0431

OFFICERS: A.F. Delchamps, Jr., chairman & chief exec. officer; Randy Delchamps, president & chief operations officer.

BUSINESS ACTIVITIES: Operates 104 supermarkets in Alabama, Florida, Mississippi and Louisiana.

NUMBER OF STORES (1988): 104

RETAIL SALES (1989): $899,532,000

(13) FOOD LION STORES, INC.

2110 Executive Drive
P.O. Box 1330
Salisbury, North Carolina 28145-1330
(704) 633-8250

OFFICERS: Ralph W. Ketner, chairman of the board; Tom E. Smith, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 567 supermarkets in South Carolina, Georgia, Virginia, Maryland, Tennessee, Delaware, Florida and North Carolina under the name "Food Lion".

NUMBER OF STORES (1988): 567

RETAIL SALES (1988): $3,815,426,000

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(27) FOODARAMA SUPERMARKETS, INC.

303 West Main Street
P.O. Box 592
Freehold, New Jersey 07728
(201) 462-4700

OFFICERS: Joseph J. Saker, chairman of the board & president.

BUSINESS ACTIVITES: Operates 21 Foodarama Supermarkets, under the Shop-Rite name, in New York, New Jersey, and Pennsylvania. Also operates two liquor stores, two garden centers, and 14 in-store pharmacies, all under the "Shop-Rite" name.

NUMBER OF STORES (1988): 25

RETAIL SALES (1988): $496,188,000

(3) GEORGE WESTON LIMITED

22 St. Clair Avenue East
Suite 1901
Toronto, Ontario, M4T 2S7, Canada
(416) 922-2500

OFFICERS: W. Galen Weston, chairman of the board & president; Richard J. Currie, pres.- Loblaw Companies, Ltd.

BUSINESS ACTIVITIES: Diversified operations in food processing, fisheries, forest products, and wholesale-retail food distribution.

NUMBER OF STORES (1988): na

RETAIL SALES (1988): $10,831,200,000

na not available

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(15) GIANT FOOD INC.

6300 Sheriff Road
Landover, Maryland 20785
(301) 341-4100

OFFICERS: Israel Cohen, chairman of the board, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 145 Giant Food supermarkets in Washington, D.C., Maryland and Virginia, of which 95 are food-pharmacy units; also operates one freestanding drug store.

NUMBER OF STORES (1988): 145

RETAIL SALES (1989): $2,987,154,000

(16) THE GRAND UNION COMPANY

201 Willowbrook Boulevard
Wayne, New Jersey 07470
(201) 890-6000

(A wholly owned subsidiary of GU Acquisition Corporation, a private corp.)

OFFICERS: Floyd Hall, chairman of the board & chief exec. officer; Joseph J. McCaig, president & chief operating officer.

BUSINESS ACTIVITIES: Operates chains of four specific store types: supermarkets, community stores, food markets, and food centers.

NUMBER OF STORES (1988): na

RETAIL SALES (1989): $2,716,896,000

na not available

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(5) THE GREANT ATLANTIC & PACIFIC TEA COMPANY, INC.

Box 418
2 Paragon Drive
Montvale, New Jersey 07645
(201) 573-9700

(52.4% owned by Tengelmann Warenhandels-Gesellschaft.)

OFFICERS: James Wood, chairman of the board, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of supermarkets under the A&P, Super Fresh, Kohl's, Pantry Pride, Dominion, Waldbaumn's, Shopwell, Food Emporium, Food Mart, Sav-A-Center, Sun, Future Stores, Compass Foods, Farmer Jack and Family Mart names in the United States and Canada.

NUMBER OF STORES (1988): 1,210

RETAIL SALES (1988): $10,068,000,000

(18) HANNAFORD BROS. CO.

145 Pleasant Hill Road
Scarborough, Maine 04074
(207) 883-2911

OFFICERS: James L. Moody, Jr., chairman of the board & chief executive officer; Hugh G. Farrington, president & chief operating officer.

BUSINESS ACTIVITIES: Sells food and non-food items through 72 wholly owned Shop'n Save, Sun Foods or Martin's supermarkets in Maine, Massachusetts, New Hampshire, Vermont and Upstate New York. Operates 36 wholly owned Wellby Super Drug Stores and 16 separate pharmacies within supermarkets or combination stores. Owns a wholesale distributor of specialty foods, general merchandise, pharmaceuticals, and health and beauty aids.

NUMBER OF STORES (1988): 108

RETAIL SALES (1988): $1,261,668,000

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(25) INGLES MARKETS, INC.

Highway 70
East of Asheville, North Carolina 28816
(704) 669-2941

OFFICERS: Robert P. Ingle, chairman of the board & chief executive officer; Landy B. Laney, president & chief operating officer.

BUSINESS ACTIVITIES: Operates 140 Ingles supermarkets in North Carolina, South Carolina, Georgia, Tennessee and Virginia. Also operates a milk processing and packaging plant.

NUMBER OF STORES (1988): 140

RETAIL SALES (1988): $780,497,000

(1) THE KROGER CO.

1014 Vine Street
Cincinatti, Ohio 45201
(513) 762-4000

OFFICERS: Lyle Everingham, chairman of the board & chief exec. officer; Joseph A. Pichler, president & chief operating officer.

BUSINESS ACTIVITIES: Operates a chain of supermarkets in 32 states primarily in the South, Southwest and Midwest; operates a chain of convenience stores in 11 states; also conducts food processing operations.

NUMBER OF STORES (1988): 1,235 (supermarkets)
958 (convenience)

RETAIL SALES (1988+): $19,053,020,000

+ Of continuing operations only.

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(7) LOBLAW COMPANIES LIMITED

22 St. Clair Avenue East
Toronto, Ontario, M4T 2S8, Canada
(416) 922-2500

(77.0% owned by George Weston, Ltd.)

OFFICERS: W. Galen Weston, chairman of the board; Richard J. Currie, president.

BUSINESS ACTIVITIES: A Canadian holding company controlling major interests in food retailing and wholesaling in Canada and the United States. In addition to its food-related operations, Loblaw, through its subsidiaries, also participates in the Canadian general merchandise industries.

NUMBER OF STORES (1988): 311

RETAIL SALES (1988): $8,307,600,000

(24) MARSH SUPERMARKETS, INC.

P.O. Box 155
501 Depot Street
Yorktown, Indiana 47396-1599
(317) 759-8101

OFFICERS: William P. Givens, chairman of the board; Don E. Marsh, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates Marsh supermarkets, March Extra combination food and drug stores, and Village Pantry convenience stores, in Indiana and Ohio. Most of the Village Pantry stores also sell gasoline. A subsidiary, Convenience Store Distributing Company, distributes goods to the company's convenience stores as well as to 650 other convenience stores in a seven-state area.

NUMBER OF STORES (1989): 76 (Marsh Stores)
167 (Village Pantrys)

RETAIL SALES (1989): $894,919,000

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(17) NASH FINCH COMPANY

3381 Gorham Avenue
St. Louis Park, Minnesota 55426
(612) 929-0371

OFFICERS: Harold B. Finch, Jr., chairman & chief executive officer; Russell N. Mammel, president & chief operating officer.

BUSINESS ACTIVITIES: Owns and operates 94 supermarkets, warehouse stores and combination general merchandise/food stores. Of these stores, 40 are supermarkets, operated principally under the names "Jack & Jill", "Piggly Wiggly" and "Sun Mart". 43 of the company's stores are warehouse stores operated under the names "Econofood", "Warehouse Market", "Food Bonanza", "Prairie Market", and "Sax Foods". 11 are combination general merchandise/food stores operated under the names "Family Thrift Center" and "Farm Fresh". In addition, 17 food distribution centers supply approximately 600 affiliated supermarkets, 200 unaffiliated supermarkets and 5,000 independent retailers and institutions. The firm also owns a produce marketing subsidiary in California, which sells fresh fruits and vegetables to large wholesalers and chain retailers.

NUMBER OF STORES (1988): 94

RETAIL SALES (1988+): $2,069,582,937

+ Includes operating revenues and other income.

(22) NATIONAL CONVENIENCE STORES INCORPORATED

100 Waugh Drive
Houston, Texas 77007
(713) 863-2200

OFFICERS: V.H. Van Horn, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 1,076 self-service convenience food stores in Texas, Florida, Georgia, Tennessee and California, with the majority of the stores located in Texas. Most stores are company-owned and operated under the name "Stop N Go", and sell staple foods, groceries, beverages, snack foods, and other food items.

NUMBER OF STORES (1988): 1,076

RETAIL SALES (1988): $914,980,000

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(11) THE OSHAWA GROUP LIMITED

302 The East Mall
Etobicoke, Ontario, M9B 6B8, Canada
(416) 236-1971

OFFICERS: Ray D. Wolfe, chairman of the board & chief exec. officer; Allister P. Graham, president & chief operating officer.

BUSINESS ACTIVITIES: Canadian food supplier through retail outlets in Ontario, Quebec, the Atlantic provinces, Manitoba and Saskatchewan. These comprise franchise markets (including IGA markets) as well as company-owned food markets (Food City Markets, IGA, Dutch Boy Food Markets). Also a food wholesaler (Codville Distributors in Manitoba, Saskatchewan and Northwestern Ontario; Oshawa Foods Division in Ontario; Hudon et Deaudelin Limitee in Quebec, and Bolands Limited in the Atlantic Provinces) and food supplier to institutional customers (Hickeson-Langs Supply Company). The Ontario Produce Company and White & Co. operate 39 Towers Department Stores in Ontario and the Atlantic Provinces and 9 Bonimart Department Stores in Quebec. Kent Drugs Limited, a subsidiary, operates 34 Drug City, and 14 Metro Drugs drug stores, and 25 pharmacies in company-owned department stores and supermarkets. Pharma Plus Drugmarts Ltd. operates 108 Pharma Plus drug stores in Ontario. Also operates real estate subsidiaries.

NUMBER OF STORES (1989): 1,291 (IGA Associates and Other Franchise Food Markets)
102 (company-owned food markets)

RETAIL SALES (1989+): $4,274,535,000

+ 53 weeks

(20) THE PENN TRAFFIC COMPANY

319 Washington Street
Johnstown, Pennsylvania 15901
(814) 536-9900

(53%-owned by Riverside Acquisition Company, Limited Partnership, an affiliate of Miller Tabak Hirsch & Co.)

OFFICERS: Gary D. Hirsch, chairman, Guido Malacarne, president & chief executive officer.

BUSINESS ACTIVITIES: Through company-owned divisions and subsidiaries, operates over 200 supermarkets and 31 department stores in the Eastern U.S. The Riverside Division operates 39 supermarkets and franchises 52, located primarily in Western Pennsylvania, under the "Riverside" and "BI-LO Foods" names. Quality Markets, Inc., a wholly owned subsidiary, operates 23 supermarkets under the name "Quality Markets", located in Northwest Pennsylvania, and Southwest New York. P&C Foods Inc., a wholly owned subsidiary, operates 92 "P&C" supermarkets, located in New England, New York and Pennsylvania and franchises 68 supermarkets under the "Big M" name. Big Bear, Inc. a wholly owned subsidiary, operates 62 "Big Bear" supermarkets in Ohio, West Virginia and Kentucky; 31 Harts Department Stores, and four "Big Bear Plus" supermarket-discount department stores. In addition, the company is a wholesaler to its 120 franchised supermarkets and over 200 independent wholesale accounts. Also, the company operates a dairy business and a bakery business.

NUMBER OF STORES (1989): 216 (supermarkets)
4 (supermarket/dept. stores)

RETAIL SALES (1989+): $1,179,924,000

+ Includes leased departments and service fees.

(21) RUDDICK CORPORATION

2000 Two First Union Center
Charlotte, North Carolina 28282
(704) 372-5404

OFFICERS: R. Stuart Dickson, chairman of the board; Alan T. Dickson, president.

BUSINESS ACTIVITIES: A holding company, operating 123 supermarkets in North and South Carolina, Tennessee and Virginia through its subsidiary, Harris-Teeter, Inc. The company also controls various manufacturing and distribution operations, and is involved in venture capital investments.

NUMBER OF STORES (1988): 123

RETAIL SALES (1988+ *): $1,103,867,000

* Of continuing operations only
+ 53 weeks

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(10) STEINBERG, INC.

2 Place Alexis-Nihon
3500 de Maisonneuve West
Montreal, Quebec, H3Z 1Y3, Canada
(514) 931-9131

OFFICERS: Melvyn A. Dobrin, chairman of the board; Irving Ludmer, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates food stores in the provinces of Quebec, New Brunswick and Ontario. Also operates discount department stores under the name of M. Stores. Other businesses include restaurants, flour milling, bakery and food processing operations, with restaurant activities in Manitoba, and box stores in Ontario, Manitoba, Saskatchewan and Alberta.

NUMBER OF STORES (1988): 200 (Supermarkets)
69 (Grocery Stores)

RETAIL SALES (1988+*): $4,584,685,000

+ In Canadian dollars
* Includes operating revenues

(4) SUPER VALU STORES, INC.

P.O. BOX 990
Minneapolis, Minnesota 55440
(612) 828-4000

OFFICERS: Michael W. Wright, chairman, president & chief executive officer.

BUSINESS ACTIVITIES: Engaged principally in the supplying and servicing of more than 3,000 retail food stores in 32 states from 18 distribution centers. Independent retailers own and operate more than 2,800 of the retail food stores and the Company owns all or a majority interest of the remaining 151 stores. Most of the stores operate under one of the Super Valu licensed or sub-licensed names: Super Valu, IGA, Sure Save, Shop 'n Save, Great Scot, County Market, Cub Foods, Hornbachers, U-Save, Disco, Super Dollar, Sunflower, Twin Valu, Banner and Food Giant. The Company also owns and operates the ShopKo group of 87 general merchandise discount stores. Other operations include Preferred Products, a food processing and packaging operation; Planmark, which provides engineering and architectural services for supermarkets, retail stores, shopping centers and wholesale distribution facilities; Studio 70, an interior design studio; and Risk Planners, Inc., an insurance agency.

NUMBER OF STORES (1989): 151

RETAIL SALES (1989+): $10,296,325,000

+ Of continuing operations only

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(9) SUPERMARKETS GENERAL HOLDINGS CORPORATION

200 Milik Street
Carteret, New Jersey 07008
(201) 499-3000

OFFICERS: Kenneth Peskin, chairman of the board & chief exec. officer; James D. Dougherty, president.

BUSINESS ACTIVITIES: Operates a chain of supermarkets under the Pathmark name in New York, New Jersey, Connecticut, Delaware and Pennsylvania; supermarkets and super warehouse stores under the names Purity Supreme, Heartland and Angelo's in Massachusetts, New Hampshire and Connecticut; conventional drug stores in New York, Connecticut, and New Jersey under the Pathmark and Heartland names; Rickel Home Centers in Delaware, Connecticut, Maryland, New Jersey, New York, Rhode Island and Pennsylvania selling such items as lumber, plumbing fixtures, garden tools and supplies and other household items.

NUMBER OF STORES (1988): 208

RETAIL SALES (1/29/89+): $5,962,162,000

+ Company

(12) THE VONS COMPANIES, INC.

10150 Lower Azusa Road
El Monte, California 91731
(818) 579-1400

OFFICERS: Roger E. Strangeland, chairman of the board & chief executive officer; William S. Davila, president & chief operating officer.

BUSINESS ACTIVITIES: Operates 350 supermarkets and food-and-drug combination stores throughout Southern California and Clark County, Nevada, under the names Vons Supermarkets (255), Vons Food and Drug Combination Stores (67), Pavilions/Pavilions Place (25), and Tiangius (3). Also operates a bakery and processes food and dairy products.

NUMBER OF STORES (1988): 350

RETAIL SALES (1/1/89) $3,916,600,000

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(19) WEIS MARKETS, INC.

1000 South Second Street
Sunbury, Pennsylvania 17801
(717) 286-4571

OFFICERS: Sigfried Weis, president.

BUSINESS ACTIVITIES: Operates supermarkets in Pennsylvania, New York, West Virginia and Maryland, under the name of Weis Markets. Weis Food Service distributes frozen foods and grocery items to restaurants and institutions. Also operates 7 Amity House Restaurants.

NUMBER OF STORES (1988): 117

RETAIL SALES (1988): $1,189,236,000

(6) WINN-DIXIE STORES, INC.

5050 Edgewood Court
Post Office Box B
Jacksonville, Florida 32203
(904) 783-5000

OFFICERS: A. Dano Davis, chairman of the board; Robert D. Davis, vice chairman; James Kufeldt, president & chairman of executive committee.

BUSINESS ACTIVITIES: Operates Winn-Dixie food stores in Florida, Georgia, North Carolina, South Carolina, Alabama, Mississippi, Louisiana, Virginia, Kentucky, Tennessee, Indiana, Oklahoma and Texas.

NUMBER OF STORES (1988): 1,246

RETAIL SALES (1988+): $9,007,707,000

+ 53 weeks

Source: Fairchild Manual of Retail Stores 1989/1990
Book Division, Fairchild Publications, New York, NY
Robert Benjamin - Chief Research Editor

GROCERY STORE
STATISTICAL PROFILE

GROCERY STORES: ESTIMATED NUMBER OF STORES & SALES: 1980-1989

			CHAIN GROCERY STORES	
YEAR	NUMBER	TOTAL GROCERY STORE SALES (MIL. $)	SALES (MIL. $)	% OF TOTAL GROCERY STORE SALES
1980	167,100	$ 220,800	$ 103,115	46.7%
1981	165,000	240,900	119,905	49.8
1982	162,000	252,000	124,382	49.4
1983	158,000	239,629	139,947	58.4
1984	164,820	254,854	148,126	58.1
1985	156,703	267,004	155,649	58.3
1986	152,000	278,483	161,812	58.1
1987	147,914	293,821(r)	200,270(r)	68.2(r)
1988	- -	307,740(r)	214,189(r)	69.6(r)
1989	86,302*	337,011	243,460	72.2

(r) revised

* Does not include "Mom & Pop" style corner grocery stores.

SUPERMARKETS: ESTIMATED NUMBER OF STORES & SALES: 1980-1988

YEAR	NUMBER	% OF TOTAL GROCERY STORES	SALES (MIL. $)	% OF TOTAL GROCERY STORE SALES
1980	34,900	20.9%	$ 170,700	77.3%
1981	28,680	17.4	171,620	71.2
1982	28,950	17.9	180,700	71.7
1983	29,550	18.7	189,170	71.7
1984	29,080	22.6	193,106	75.8
1985	30,500	19.8	210,000	78.9
1986	30,600	20.1	219,500	72.0
1987	28,303	19.1	235,731(r)	80.2(r)
1988	30,047	34.8	315,990	93.8

(r) revised

Source: Market Research Division, Fairchild Publications
and
Other outside sources

DISTRIBUTION OF FOOD STORE SALES BY GEOGRAPHIC REGION: 1987, 1988

	1988	1987
U.S. Total	100.0%	100.0%
Northeastern States (New England, Middle Atlantic)	22.9	22.0
North Central States (East North Central, West North Central)	22.1	23.6
South (South Atlantic, East South Central, West South Central)	34.4	33.5
West (Mountain, Pacific)	20.7	20.9

PER CAPITA SALES OF FOOD STORES BY GEOGRAPHIC REGION: 1987, 1988

	1988	1987
U.S. Total	$ 1,359	$ 1,310
Northeastern States	1,515	1,442
North Central States	1,234	1,179
South	1,353	1,308
West	1,362	1,339

Source for all of the above information:

The Survey of Buying Power Data Service, 1989
Sections 2 and 8
Sales & Marketing Management Magazine, New York, NY
Publishers

DISTRIBUTION OF THE U.S. RESIDENT POPULATION, EBI & SUPERMARKET SALES, BY REGION & STATE: 1988

	Population	Effective Buying Income	Supermarket Sales
U.S. Total	247.9* 100.0%	$3,064.1** 100.0%	$ 316.0** 100.0%
New England	5.3	6.4	6.0
Connecticut	1.3	1.8	1.5
Maine	0.5	0.5	0.6
Massachusetts	2.4	3.0	2.6
New Hampshire	0.4	0.5	0.7
Rhode Island	0.4	0.4	0.4
Vermont	0.2	0.2	0.3
Middle Atlantic	15.3	17.1	16.0
New Jersey	3.1	4.2	3.7
New York	7.3	8.1	7.3
Pennsylvania	4.9	4.8	5.0
East North Central	17.1	16.5	15.4
Illinois	4.7	5.0	4.1
Indiana	2.3	2.0	2.0
Michigan	3.8	3.6	3.2
Ohio	4.4	4.1	4.0
Wisconsin	2.0	1.9	2.0
West North Central	7.2	6.8	6.8
Iowa	1.0	1.0	1.1
Kansas	1.0	1.0	0.9
Minnesota	1.7	1.8	1.7
Missouri	2.1	2.0	1.9
Nebraska	0.6	0.6	0.6
North Dakota	0.3	0.2	0.2
South Dakota	0.3	0.2	0.3
South Atlantic	17.3	16.9	17.9
Delaware	0.3	0.3	0.2
District of Columbia	0.3	0.3	0.2
Florida	5.0	5.1	5.6
Georgia	2.6	2.4	2.5
Maryland	1.9	2.2	1.8
North Carolina	2.6	2.3	2.7
South Carolina	1.4	1.1	1.4
Virginia	2.4	2.7	2.6
West Virginia	0.8	0.5	0.7

DISTRIBUTION OF THE U.S. RESIDENT POPULATION, EBI & SUPERMARKET SALES, BY REGION & STATES: 1988
(continued)

	Population	Effective Buying Income	Supermarket Sales
East South Central	6.3%	4.9%	5.2%
Alabama	1.7	1.3	1.3
Kentucky	1.5	1.2	1.4
Mississippi	1.1	0.7	0.9
Tennessee	2.0	1.7	1.7
West South Central	11.1	9.0	12.0
Arkansas	1.0	0.7	0.9
Louisiana	1.8	1.3	2.0
Oklahoma	1.3	1.0	1.3
Texas	6.8	6.0	7.7
Mountain	5.5	4.8	5.6
Arizona	1.4	1.3	1.7
Colorado	1.4	1.3	1.4
Idaho	0.4	0.3	0.4
Montana	0.3	0.3	0.3
Nevada	0.4	0.5	0.5
New Mexico	0.6	0.5	0.5
Utah	0.7	0.5	0.6
Wyoming	2.0	0.2	0.2
Pacific	15.2	17.6	15.2
Alaska	0.2	0.3	0.3
California	11.5	13.9	11.4
Hawaii	0.4	0.5	0.4
Oregon	1.1	1.0	1.0
Washington	1.9	2.0	2.0

* In thousands

** In millions of $'s

Note: State totals may not add to regional totals due to rounding.

Source: The Survey of Buying Power Data Service, 1989
Sections 2 and 8
Sales & Marketing Management Magazine, New York, NY
Publishers

ADDITIONAL
SUPERMARKET
DATA

1. Calendar of Industry Events
2. Directory of Food Associations

CALENDER OF INDUSTRY EVENTS-1990

JANUARY

7-10 (FMI) Food Marketing Institute-Midwinter Executive Conference, Honolulu, HI*

14-17 (NHMA) National Housewares Manufacturers Association, Chicago, IL*

21-24 (NGA) National Grocers Association-Convention, San Antonio, TX*

28-31 (FMI) Food Marketing Institute-Merchandising For Tomorrow, San Diego, CA*

FEBRUARY

11-13 (UFFVA) United Fresh Fruit & Vegetable Association-Convention, San Antonio, TX*

MARCH

4-7 (NAWGA) National American Wholesale Grocers Association-Convention, New Orleans, LA*

4-6 (IFFC) International Fancy Food & Confection-Show, San Francisco, CA*

10-13 (RBA) Retail Bakers Of America, Boston, MA*

18-21 (NGA) National Grocers Association-Warehousing & Transportation Conference, Orlando, FL*

APRIL

Mar.31 -Apr.5 (WAFC) Western Association of Food Chains, San Diego, CA*

8-11 (NGA) National Grocers Association-Advertising Conference,+

17-18 (NEDDA) New England Dairy-Deli Association, Boston, MA*

MAY

6-9 (FMI) Food Marketing Institute-Annual Convention, Chicago, IL*

18-23 (GMDC) General Merchandise Distributors Council-Health & Beauty Aids Conference, Palm Desert, CA*

19-23 (NRA) National Restaurant Association, Chicago, IL

JUNE

3-5 (IDDA) International Dairy-Deli Association, Baltimore, MD*

10-13 (CIES) International Retailing-Conference, Berlin, Germany*

19-22 (NSGA) National Grocers Association-Midyear Conference, Washington, DC*

JULY

8-10 (NHMA) National Housewares Association, Chicago, IL*

8-11 (IFFC) International Fancy Food & Confection-Show, New York, NY*

SEPTEMBER

7-12 (GDMC) General Merchandise Distributors Council-General Merchandise Conference, Orlando, FL*

12-15 (NAWGA) National American Wholesale Grocers Association-Midyear Executive Conference, San Deigo, CA

15-17 (CGA) California Grocers Association, Anaheim, CA*

23-26 (NACS) National Association Of Convenience Stores, Dallas, TX*

OCTOBER

1-4 (FMI) Food Marketing Institute-General Merchandise/Health & Beauty Aids Conference, Schaumburg, IL*

14-17 (NFFA) National Frozen Food Association-Convention, San Francisco, CA*

27-30 (PMA) Produce Marketing Association-Convention, New Orleans, LA*

NOVEMBER

2-8 (NASM) National Assocition of Service Merchandisers, Atlanta, GA*

11-14 (FMI) Food Marketing Institute-Retail Automation & Scanning Conference, Scottsdale, AZ*

11-14 (PLMA) Private Label Manufacturers Association, Chicago, IL*

DECEMBER

7-12 (NFBA) National Food Brokers Association-Convention, Chicago, IL*

* Bonus Distribution
+ Location undecided at time of publication.

Source: Supermarket News Magazine,
Fairchild Publications, New York, NY

DIRECTORY OF FOOD ASSOCIATIONS

American Association of Cereal Chemists
3340 Pilot Knob Road
St. Paul, MN 55121
(612) 454-7250

American Association of Meat Processors
P.O. Box 269
Elizabethtown, PA 17022
(717) 367-1168

American Beekeeping Federation
P.O. Box 1038
Jessup, GA 31545-1038
(912) 427-8447

American Dietetic Association
216 W. Jackson Blvd.
Chicago, IL 60606-6995
(312) 899-0040

American Frozen Food Institute
1764 Old Meadow Road, Suite 350
McLean, VA 22102
(703) 821-0770

American Honey Producers Association
P.O. Box 368
Bruce, SD 57220
(605) 627-5621

American Institute of Food Distribution
28-12 Broadway
Fair Lawn, NJ 07410
(201) 791-5570

American Meat Institute
1700 North Moore Street, Suite 1600
Arlington, VA 22209
(703) 841-2400

American Mushroom Institute
907 E. Baltimore Pike
Kennett Square, PA 19348
(215) 388-7806

American Shrimp Processors Association
P.O. Box 50774
New Orleans, LA 70150
(504) 368-1571

American Spice Trade Association
P.O. Box 1267
Englewood Cliffs, NJ 07632
(201) 568-2163

American Sugar Cane League of the U.S.A.
P.O. Drawer 938
Thibodaux, LA 70302
(504) 448-3707

Association for Dressings and Sauces
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Association of Food and Drug Officials
Box 3425
York, PA 17402
(717) 757-2888

Association of Food Industries
Box 776
Matawan, NJ 07747
(201) 583-8188

Beer Institute
1225 Eye Street, N.W., Suite 825
Washington, D.C. 20005
(202) 737-2337

Beet Sugar Development Foundation
2301 Research Boulevard, Suite 107
Fort Collins, CO 80526
(303) 482-8250

Biscuit & Cracker Distributors Association
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Biscuit & Cracker Manufacturers' Association
1400 L. Street, N.W., Suite 400
Washington, DC 20005
(202) 898-1636

Board of Trade of the Wholesale Seafood Merchants
7 Dey Street, Suite 805
New York, NY 10007
(212) 732-4340

California Growers Association
906 G Street, Suite 700
Sacramento, CA 95814
(916) 448-3545

Calorie Control Council
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Coffee, Sugar and Cocoa Exchange
4 World Trade Center
New York, NY 10048
(212) 938-2800

Corn Refiners Association
1001 Connecticut Avenue, N.W.
Washington, DC 20036
(202) 331-1634

Enteral Nutrition Council
5775 Peachtree-Dunwoody Road, Suite 500
Atlanta, GA 30342
(404) 252-3663

Fiber Society
Box 625
Princeton, New Jersey 08542
(609) 924-3150

Flavor and Extract Manufacturers
Association of the U.S.
1620 1 Street N.W., Suite 925
Washington, DC 20006
(202) 293-5800

Food and Drug Law Institute
1000 Vermont Avenue, N.W., #1200
Washington, DC 20036
(202) 371-1420

Food Equipment Manufacturers Association
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Food Industries Suppliers' Association
Box 603
Milford, MI 48024
(313) 685-9380

Food Marketing Institute
1750 K. Street, N.W., Suite 700
Washington, D.C. 20006
(202) 452-8444

Foodservice Equipment Distributors
Association
332 S. Michigan Avenue, Suite 1840
Chicago, IL 60604
(312) 427-9605

Gelatin Manufacturers Institute
of America
516 Fifth Avenue, Room 507
New York, NY 10036
(212) 575-1234

General Merchandise Distributors Council
1275 Lake Plaza Drive
Colorado Springs, CO 80906
(719) 576-4260

Glutamate Assocation, The (United States)
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Grocery Manufacturers of America
1010 Wisconsin Avenue, N.W., Suite 800
Washington, D.C. 20007
(202) 337-9400

Institute of Food Technologists
221 N. La Salle Street, Suite 300
Chicago, IL 60601
(312) 782-8424

International Apple Institute
P.O. Box 1137
McLean, VA 22101-1137
(703) 442-8850

International Assoc. of Chain Stores-
North American Headquarters
3800 Moore Place
Alexandria, VA 22305
(703) 549-4525

International Association of Milk, Food
and Environmental Sanitarians
P.O. Box 701
Ames, IA 50010
(515) 232-6699

International Dairy-Deli
Association
P.O. Box 5528
Madison, WI 53705
(608) 238-7908

International Deli-Bakery Association
Box 29632
Atlanta, GA 30359
(404) 325-4322

International Food Additives Council
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

International Foodservice Distributors
Association
201 Park Washington Court
Falls Church, VA 22046
(703) 532-9400

International Frozen Food Association
1764 Old Meadow Lane, Suite 350
McLean, VA 22102
(703) 821-0770

International Institute of Foods
225 W. Ohio Street, 6th Floor
Chicago, IL 60610
(312) 670-0200

International Technical Caramel
Association
1575 Eye Street N.W.
Washington, D.C. 20005
(202) 789-7500

Leafy Greens Council
Box 76067
St. Paul, MN 55175
(612) 222-3232

National American Wholesale
Grocers' Association
201 Park Washington Court
Falls Church, VA 22046-4521
(703) 532-9400

National Association for the Specialty
Food Trade
215 Park Avenue South, #1606
New York, NY 10003
(212) 505-1770

National Association of Chewing Gum
Manufacturers
66 E. Main Street
Moorestown, NJ 08057
(609) 234-9155

National Association of Convenience
Stores
1605 King Street
Alexandria, VA 22314
(703) 684-3600

National Association of Fruits, Flavors
& Syrups
Box 776
Matawan, NJ 07747
(201) 583-8272

National Association of Meat Purveyors
8365-B Greensboro Drive
McLean, VA 22102-3585
(703) 827-5754

National Association of Pizza Operators
P.O. Box 114
Santa Claus, IN 47579
(812) 937-4464

National Association of Service
Merchandisers
118 South Clinton, Suite 300
Chicago, IL 60606
(312) 876-9494

National Association of Specialty Food
and Confection Brokers
1 Central Avenue
Lyceum Bldg., Suite 214
Tarrytown, NY 10591
(914) 332-1491

National Beer Wholesalers' Association
5205 Leesburg Pike, Suite 1600
Falls Church, VA 22401
(703) 578-4300

National Candy Brokers Association
P.O. Box 486
North Andover, MA 01845
(508) 685-3893

National Candy Wholesalers Association
Washington, D.C. 20005
1120 Vermont Avenue, N.W., Suite 1120
(202) 463-2124

National Confectioners Association
of the U.S.
7900 Westpark Drive, Suite A320
McLean, VA 22102
(703) 790-5750

National Corn Growers Association
1000 Executive Parkway, Suite 105
St. Louis, MO 63141
(314) 275-9915

National Dry Bean Council
Box 128
Hazelton, ID 83355
(208) 829-5412

National Food and Energy Council
409 Vandiver West, Suite 202
Columbia, MO 65202
(314) 875-7155

National Food Brokers Association
1010 Massachusetts Avenue, N.W.
Washington, D.C. 20001
(202) 789-2844

National Frozen Food Association
P.O. Box 398
Hershey, PA 17033
(717) 534-1601

National Grocers Association
1825 Samuel Morse Drive
Reston, VA 22090-5317
(703) 437-5300

National Honey Packers and Dealers
Association
P.O. Box 776
Matawan, NJ 07747
(201) 583-8188

National Independent Dairy-Foods
Association
321 D Street, N.E.
Washington, D.C. 20002
(202) 543-3838

National Independent Poultry and Food
Distributors Association
BNA Corporate Center
Building 200, Suite 101
Nashville, TN 37217
(615) 360-3901

National Juice Products Association
P.O. Box 1531, 215 Madison Street
Tampa, FL 33601
(813) 229-1089

National Live Stock and Meat Board
444 N. Michigan Avenue
Chicago, IL 60611
(312) 467-5520

National Onion Association
One Greeley National Plaza, Suite 510
Greeley, CO 80631
(303) 353-5895

National Pasta Association
1901 N. Ft. Myer Drive, Suite 1000
Arlington, VA 22209
(703) 841-0818

National Peach Council
3299 K Street, N.W., 7th Floor
Washington, D.C. 20007
(202) 965-7510

National Peanut Council
1500 King Street, Suite 301
Alexandria, VA 22314
(703) 838-9500

National Potato Council
9085 East Mineral Circle, Suite 155
Englewood, CO 80112
(303) 790-1141

National Potato Promotion Board
1385 S. Colorado Boulevard
Denver, CO 80222
(303) 758-7783

National Seasoning Manufacturers
Association
701 S. County Line Road
Hinsdale, IL 60521
(312) 323-6693

National Sugar Brokers Association
One World Trade Center, Suite 1531
New York, NY 10048
(212) 432-0813

National Wine Association
Organization defunct, 1989.

National Wine Distribution Association
10400 Roberts Road
Palos Hills, IL 60465
(312) 598-7070

Natural Product Broker Association
4720 Lincoln Boulevard, Suite 331
Marina del Rey, CA 90292
(213) 827-8771

New England Dairy & Deli Association
420 Washington Street
Braintree, MA 02184
(617) 849-1334

Peanut Butter and Nut Processors
Association
9005 Congressional Court
Potomac, MD 20854
(301) 365-4080

Pet Food Institute
1101 Connecticut Avenue, N.W., Suite 700
Washington, DC 20036
(202) 857-1120

Pickle Packers International
Box 606
St. Charles, IL 60174
(312) 584-8950

Popcorn Institute
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Potato Association of America
University of Wisconsin
Hancock Research Station
Hancock, WI 54943
(715) 249-5712

Private Label Manufacturing
Association
41 East 42nd Street
New York, NY 10017
(212) 972-3131

Produce Marketing Association
1500 Casho Mill Road
P.O. Box 6036
Newark, DE 19714
(302) 738-7100

Retail Bakers of America
6525 Belcrest Road, Suite 250
Hyattsville, MD 20782-2003
(301) 277-0990

Research and Development Associates
for Military Food and Packaging Systems
103 Biltmore Drive, Suite 106
San Antonio, TX 78213
(512) 344-5773

Salad Manufacturers Association
2971 Flowers Road South, Suite 204
Atlanta, GA 30341
(404) 452-0660

Self-Rising Flour & Corn Meal Program
2150 W. 29th Avenue, Suite 500
Denver, CO 80211
(303) 480-5008

Snack Food Association
1711 King Street, Suite 1
Alexandria, VA 22314
(703) 836-4500

Society for Cuisine in America
304 West Liberty Street, Suite 301
Louisville, KY 40202
(502) 583-3783

Soy Protein Council
1255 23rd Street, N.W.
Washington, DC 20037
(202) 467-6610

Soyfoods Association of America
1101 Connecticut Avenue N.W., Suite 700
Washington, D.C. 20036
(202) 857-1133

Sugar Association
1101 15th Street, N.W., Suite 600
Washington, DC 20005
(202) 785-1122

United Food and Commercial Worker
International Union
1775 K Street, N.W.
Washington, DC 20006
(202) 223-3111

United Fresh Fruit and Vegetable Association
727 North Washington Street
Alexandria, VA 22314
(703) 836-3410

United States Beet Sugar Assocation
1156 15th Street, N.W., Suite 1019
Washington, DC 20005
(202) 296-4820

Vanilla Bean Assocation of America
c/o Fritzsche Dodge & Olcott
76 9th Avenue
New York, NY 10011
(212) 929-4100

Vinegar Institute, The
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Western Association of Food Chains
825 Colorado Blvd., Suite 202
Los Angeles, CA 90041-1714
(213) 254-7279

Wild Blueberry Association of
North America
18 Floral Avenue
Fredericton, New Brunswick E3A 1K7
(506) 472-2517

Wine and Spirit Wholesalers of America
1023 15th Street, N.W., 4th Floor
Washington, D.C. 20005
(202) 371-9792

Source: National Trade and Professional Associations of the United States
1989 Edition
Columbia Books Inc., Washington, D.C.

Please Note: Although there are many more organizations who should be included in this section, limited space doesn't allow us to list all of them. Therefore, if you need more information please contact:

Columbia Books, Publishers
National Trade & Professional Associations of the United States
1212 New York Avenue, N.W., Suite 230
Washington, D.C. 20005
(202) 898-0662